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1910

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vol. LXXII.

NEW YORK, JULY 7, 1910.

No. 1.



We are looking for the man who thinks his business is "peculiar"—who believes in advertising but doesn't believe that *his* business can be advertised.

We had rather undertake the advertising of an entirely new line than a line wherein many brands have been advertised, and are well known and established.

Reduced to its simplest proportions, advertising really consists in letting folks know what you make and why they should buy it.

If what you make doesn't deserve to have anything said in its favor you have no use for advertising.

Don't be prejudiced, don't be self-satisfied, don't lag, don't be unfair to your commercial future.

Our time against yours to talk it over—if you say the word.

New York

Philadelphia

Boston

Put it up
to men
who know
your market

SIX months ago we announced
our plans for departmentized
merchandizing service

It has been time enough to prove
we are on the right track, and to
prove the constructive ability of
our staff

Publishers have seen some new
faces in their papers, and the
merchandizing plans back of these
first appearances will keep them
there

Incidentally, our office space has
been doubled both in New York
and Chicago

And our business has doubled too



**FEDERAL
ADVERTISING
AGENCY**

New York, Chicago, Cleveland, St. Louis.

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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXII.

NEW YORK, JULY 7, 1910.

No. 1.

HUGH CHALMERS' IDEAS OF STIMULATING SALESMEN.

THE "BIG STICK" POLICY IS A BACK-
NUMBER — PUBLICITY IN A
"HOUSE-ORGAN" AS A CURE FOR
COMMON FAULTS OF A SALES STAFF
—WELDING A SALES FORCE INTO
A UNIT BY CONTESTS—DYNAMIC
POWER OF PRAISE FOR THE MAN
ON THE ROAD—SYMPATHY AND
FELLOW FEELING AS SALES BOOST-
ERS.

By S. C. Lambert.

And what of the drummer?
What of the salesman who is here
to-day and there, a hundred miles
away, to-morrow, plugging for his
"line"? How may he be brought
to co-operate most effectively with
the advertising manufacturer?
There is no "store manager" to
keep him gingered up, as in the
case of the United Cigar Stores
Company, or Riker's, or the Regal
Company. There are few manu-
facturers who have not spent
weary hours figuring how they
may bind these hard-working,
foot-free representatives closer to
the interests of the home office.

I had not forgotten this free-
lance salesman, with his sample
cases. He is a problem all by
himself—one that I was reserving
for treatment in a separate article.
I was prepared to receive letters
from manufacturers. Here is one
typical of a dozen others that
have come to hand since the series
on "store chains" began in *PRINT-
ERS' INK*:

NEW YORK, June 20, 1910.

Mr. S. C. Lambert,

Dear Sir:—I have been following
your article upon the chain store de-
velopment with considerable interest.
I was watching for something that I
could apply in my own case.

Take my case: I shall probably
never get to considering "chain" stores.

I sell by drummers through dealers,
and probably shall continue to do so
while I am in business. I advertise
and I have a crew of salesmen who
are as fine a bunch of men as you
would want.

Now I confess I am open to sug-
gestions how to make my hardworking
salesmen even better factors in my
selling. I have had to blink some
handling "side lines." I dislike im-
mensely to have any of my men di-
viding their energies in this way.
Other problems crop up every week.
There must be a way of making the
drummer so wholly a part of the busi-
ness that he will not only not waste
himself on "side lines," but will keep
to his own line and *get more out of
himself than even he himself thought
possible.*

In other words, how is he to be
managed? Some faults evident in a
crew of salesmen won't yield to hard
letters from the office or even to threats
of firing. I realize that a manufac-
turer's limitations of perception, sym-
pathy and of managerial ability are
often the trouble. I have my faults.
What are you going to say that will
help me out?

The modern manager of sales-
men is no longer of the type of
the pedagogue who hangs over the
pupil with a switch. As the man-
ufacturer who wrote the letter
above well said, some faults won't
yield to threats of being "fired"
or to any other disciplining habit.
Flaws are often picked in sales-
men on the road, when the only
trouble is the beam in the eye
of the director in his office. The
modern handler of roving sales-
men has to be a bigger man than
a mere digester of drummers' re-
ports. He has got to be an in-
spiration and a guiding spirit. He
has got to make himself felt in
the right way and at the same
time by every one of his sales-
men from Maine to Texas. But
how?

The best I can do in this short
article is to pass on some ex-
tremely interesting information
obtained from the office of Hugh
Chalmers. Mr. Chalmers is not
the only man who has done pio-

neering work in the handling of salesmen, but he is one of the men who feels free to express himself about the matter.

First of all, Mr. Chalmers feels that one of the good ways to get at the problem is to have the salesmen on commission. Such a scheme, in his mind, puts the salesman "in business for himself." He has certain territory with certain possibilities in it, and that territory belongs to him. The company simply furnishes him with capital on which to do business.

But Mr. Chalmers clearly understands that you have to do more than to call in Brown, a good drummer, and say: "You can have Eastern Iowa. Your commission will be 25 per cent." If that was all that is necessary, the handling of salesmen would be like learning the A B C's. Mr. Chalmers, when he was at Dayton, had ways of working with and on that salesman that were peculiarly his own. The results wrought by Mr. Chalmers in the National Cash Register Company render those ways of his of valuable interest.

HOW MR. CHALMERS ADVANCED MONEY.

Mr. Chalmers had ideas about training his men in the proper regard of money. When he would be sending a new man into the field and the question of drawing account came up, Mr. Chalmers would always say to him: "How much money do you want to *borrow*?" The man would usually fail to catch the bearing of the query and say he didn't want to borrow any money. But Mr. Chalmers would say to him: "Yes, you are simply borrowing money from the company through this medium of a drawing account; that is simply your working capital. Now how much do you want to borrow? Remember that it is an obligation and you must pay it back."

This seemed always to make the man realize his responsibility. He realized in a clear sense that he was in business for himself. Money took on a different look to him.

Of course, Mr. Chalmers kept a close tab upon the accounts of his men. The sales department always knew just where each man stood each day, and he was being constantly checked up, not in a harsh way, but in a business-like way.

PUBLICITY AS AN ENERGY PRODUCER FOR SALESMEN

Mr. Chalmers hit upon a golden idea for keeping salesmen keyed up to the top notch, when he applied the principle that "publicity corrects most abuses." This publicity he secured by a daily paper for the sales force. He worked out a system of keeping the records of the salesmen—a point system. Each twenty-five dollars' worth of goods sold represented one point. Every salesman's name appeared in the daily paper with a tabulated report of what he had done in the field. The published record showed just what machines each man had sold and just what they were worth in points.

As this paper went each day to every member of the sales force, as well as to every official of the company, it is easy to understand what an incentive it was for everybody to hustle and outdo himself. The incentive was not only the fear of appearing in a bad light by a poor record; there was also the ambition to have one's name appear in connection with a report that was near the top. Each man could see how he stood as compared with others.

The reply to my letter to Mr. Chalmers says: "The publication impressed upon salesmen every day the fact that their record was spread out on the president's desk, the general manager's desk, and the district manager's desk, and that no matter how far from the home office, or the district office, he might be, everyone in the company knew just exactly what he was doing."

CONTESTS THAT STIMULATED SALES.

Another of Mr. Chalmers' dynamic plans was that of contests: contests between districts; contests between the East and the West; and contests between

America and the rest of the world, as the case might be. Valuable prizes were offered. Such things as automobiles, diamond rings, watches, trips to Europe, free trips to the factory, or something else that was really worth working hard for, were in the prize list.

The record of these contests was published from day to day in the salesmen's paper. Mr. Chalmers believes it to be a peculiar trait in human nature that men will often work a great deal harder for the sake of winning a prize than they will to win money which would be represented by sales necessary to buy that prize. This he thinks is especially true if you have the means of giving publicity to the event.

Mr. Chalmers found that the daily issues of his paper made the whole selling force of more than 500 men a compact organization; and this for the simple reason that it made each man acquainted, by reputation at least, with every other man. Tom Jones out in Maine may not have known John Smith out in Illinois personally, after a face to face meeting, but he knew him by reputation because he had been "up against" John Smith in a stiff contest, and John Smith had beaten him, or he had beaten John Smith in a fair and open scrap.

PRaise AS A SALES PRODUCING POWER.

Another principle on which Mr. Chalmers always worked was that of giving praise. He says that praise is magic. He realizes that some men have to be whipped into line; that a few have to be driven. But he says that the great majority of them will work harder from praise than from any other stimulus. He recalls that when he himself was a salesman there were some days when he felt that he could lift the hotel off its foundations; but there were many others when he didn't give a hang if the old hotel should fall down upon him.

And so, when he came to occupy the chair of salesmanager himself, he vividly remembered

that the salesman was getting bump after bump all day long, and that when he came in at night, discouraged, it was a bad, bad thing for him to find another bump waiting from the home office. Hence it has been a constant effort of Mr. Chalmers, through the daily papers, through letters to salesmen and in every possible way, to keep up the spirits of his staff in the field. Praise keeps the men in that happy fighting mood that overcomes obstacles and gets the business.

Such methods as these are after all only glorified common sense. Any man can do the same thing if he finds himself possessed of the same appreciation of the value of good publicity, and of a spirit of fellow feeling for the hard working salesman who sleeps in a different bed each night, anxious and willing to work his head off for a man who understands him and who is able to play upon his ambitions and his pride.

It is to be noted that it is a cardinal point in Mr. Chalmers' practice to keep his men looking at the bright side of things, to make them feel that they are part of one organization to which they are valuable.

Manufacturers who are disposed to scoff or to hold lightly these ideas will be doing themselves a financial service by remembering that the National Cash Register Company began business with only \$28,000 from the outside, and is now putting upon its books orders aggregating monthly \$1,500,000.

The trading stamp business has been so often harried by conflicting court decisions that the Sperry & Hutchinson Company, of New York, one of the largest of the trading stamp concerns, has invaded Washington, D. C., again in order that the Supreme Court of the United States may once and for all pass upon the legality of the business. It was only a short time ago that the Court of Appeals of the District of Columbia pronounced the giving of trading stamps as illegal, in an action purposely brought on by the trading stamp people for test.

The Chicago *Tribune* announces the appointment of Eugene W. Parsons as its advertising manager.

BENEFITS AND DANGERS IN THE HOUSE ORGAN.

SPECIAL PERIODICALS ARE BEING USED MORE AND MORE FOR SPECIAL PURPOSES—SOME TYPICAL PUBLICATIONS OF THIS KIND—ROOM FOR HUNDREDS MORE IN CARRYING OUT ADVERTISING AND SALES PLANS — SOME OF THE THINGS TO BE GUARDED AGAINST IN LAUNCHING HOUSE ORGANS.

By James H. Collins.

The "house organ" seems to be fundamental in advertising.

If you ask the average advertising man how he came into his present calling, he will usually attribute it to the publication of an amateur paper when he was a boy, or his connection with the college paper later. When he became an advertising manager for some business house, on leaving college, it was natural that the desire to publish a little periodical of his own should persist and take shape in a house organ through which he could talk to salesmen, employees, customers or the trade.

Five years ago the house organ was often a pet of the advertising manager, not absolutely necessary to the business, nor an indispensable medium in sales or advertising plans.

To-day, however, the special periodical is becoming more and more necessary for many purposes.

Take the telephone business as an illustration.

The local Bell Telephone Corporation, at Boston, has supervision over pretty much all New England. In hundreds of towns, villages and cross-roads stores there are isolated exchanges. The operating force is made up of everything from a first-rate engineer to a country storekeeper who operates the small Smithville switchboard in connection with the post-office. Such a force cannot be brought together for its own good. So the Boston company issues a monthly paper for employees, giving news of promotions, resignations, mar-

riages and social affairs, as well as articles explaining operation, maintenance, construction, collection and other details. In Philadelphia, another telephone paper is published by the Bell interests, in Detroit a third, and so on over the country. Just recently the New York Telephone Company, after some doubt as to the value of such a periodical, has found it necessary to establish one, as the best way to maintain company spirit throughout its large territory, and to deal with operating, commercial and selling problems.

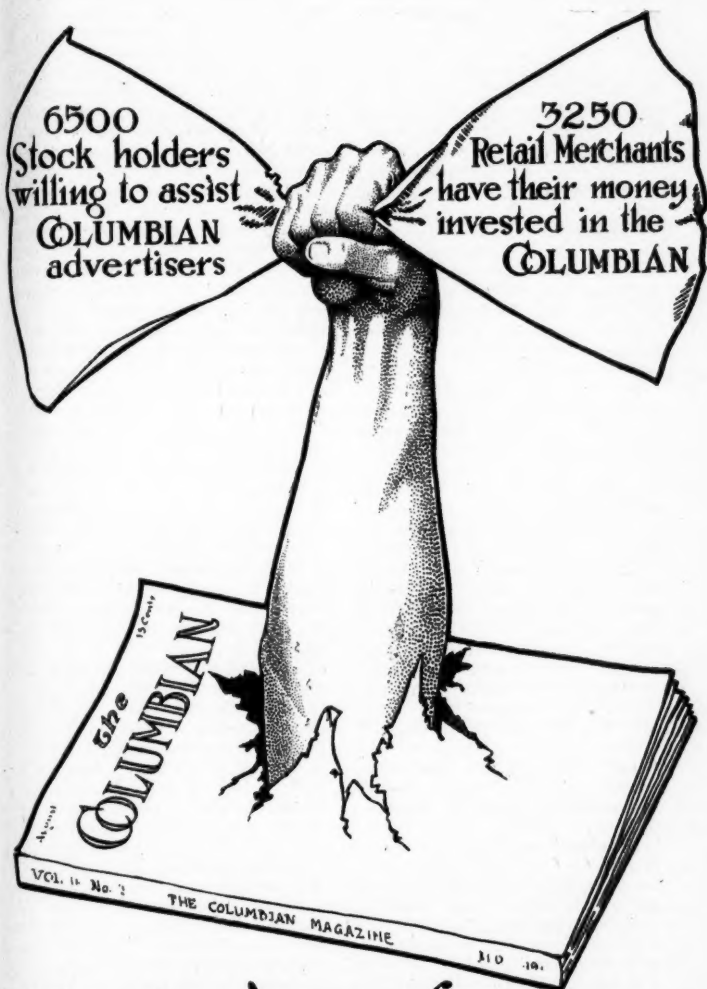
These Bell house organs really make up the trade press of the telephone industry. The only other technical journal covering that field is *Telephony*, published in Chicago, which is concerned chiefly with the doings of telephone companies outside the Bell organization.

A typical sales organ is *The Burroughs*, published by the Burroughs Adding Machine Company, Detroit, which is issued monthly, and keeps the sales force in touch with the home organization, announces new models and selling points, takes up special fields of usefulness for the adding machines, shows interesting details of manufacture, and so forth.

A typical consumer's periodical is found in such magazines as the large retail grocery houses around big cities send to their customers. Originally these were monthly price lists, but when magazines began to develop home economics, the grocery houses were quick to see the value of publishing such general reading matter in connection with the monthly prices, and to-day houses like Park & Tilford issue price lists that are creditable monthly magazines.

For each successful house organ published now, there are probably a dozen opportunities to establish others and make them profitable.

Consider the pneumatic piano-player, for instance. A few years ago, when two or three manufacturers began advertising players, they were regarded as a sort of curiosity. But now many thou-



The Strong Arm of Business
COLUMBIAN MAGAZINE

sands are made and marketed yearly, and it is believed that ultimately almost every piano built will have a playing device of some kind incorporated in it. There are thousands of these players in American homes.

Advertising of the players themselves has been vigorous. But thus far almost nothing has been done to push sales of the paper music rolls outside of the catalogues and bulletins of new music. Tens of thousands of separate selections have been cut for the piano-players, and the shelves of every music house selling these players are piled with rolls for which ten times the demand ought to be created.

This has been demonstrated in the phonograph business, where the sale of a machine is considered as just an interesting preliminary to the steady sale of records to its owner. No musical writers seem to have thought of the needs of people who are acquiring a sound interest in music without even learning notes, and who would be glad to have experts guide them, open up the world of music, analyze and group works of various character, tell how to play them, and so forth. This seems to be essentially a house-organ proposition. Probably the sale of music rolls will eventually be stimulated through special periodicals, published by manufacturers of piano-players, and mailed to customers who own their instruments.

Hundreds of uses for special periodicals can be discerned in the business world nowadays, and periodicals to meet the needs are being launched accordingly.

Probably not one in every hundred will last, however.

It would seem to be easy enough to publish a newspaper or magazine when the boss pays all costs, and it is not necessary to worry at all about advertising or circulation revenue. Yet it is far from easy, as many business concerns have learned.

The first danger seems to lie in the fact that it is easy to start a house organ, but hard to keep it going. A few figures from the

printer, a schedule of postage and mailing, a hurried throwing together of items, pictures and articles into the first issue, and the thing is begun. The trade receives Vol. 1, No. 1. Better material is promised in succeeding issues. Letters of congratulation come in from readers. Laudatory items appear in the trade press.

But, after four, five, six issues have been published, the interest dies down a bit. Salesmen, managers, superintendents, and even the Old Man himself, were eager to contribute at first. But now the advertising manager has to write the whole thing himself, and his other duties do not allow sufficient margin of time. Instead of a monthly, therefore, he changes the scheme of publication to "Every little while," and, perhaps, before the year is out, it has been dropped altogether. The periodical demonstrated its value for keeping in touch with customers, the trade or the sales force. But, for lack of time, it had to be put away in that dusty and somewhat crowded pigeonhole, found in every desk, labeled, "Good things we have never had time to do right."

The first essential in establishing any sort of house organ is a capable man to write, illustrate, edit and run it. Ninety-nine such periodicals in every hundred are launched in the belief that it is merely fun to conduct a house organ, whereas the amount of work connected with even a small one is such that a very energetic man can devote all his time to it, and keep quite a little department busy as well. The first burst of interest that launches it will never carry it very far. The advertising agent cannot be counted upon to take care of the house organ, because his commission on regular advertising will not allow him to enter into such costly special work, and, besides, he is seldom close enough to the advertiser's organization to conduct a house organ properly, even if well paid. There must be some experienced writer connected with it at all times—a man able to dig interesting information

from the business and present it with selling force, even if indirect. He may have to make news in some cases. Several years ago, for example, a large manufacturing house began making high-grade lines. It had always been associated with cheap goods, and the trade regarded it with no esteem. The advertising man started a house organ for the trade, organizing employees into baseball teams, playing games and reporting them with pictures, so that the trade could see the concern employed real human beings. In a year sentiment was wholly changed over. To-day that house stands among the best in its line. The information that accomplished this could hardly have been printed elsewhere than in a special periodical.

The editor of a special periodical must write entertainingly of his house and its goods, embodying something of the appeal to the general reader rather than the special pleading of the salesman. Yet the selling connection can be very strong, and ought to be.

If the average business man got into a Pullman smoker with Peary, he would want to hear something about the North Pole, and Peary would not find it necessary to introduce the subject surreptitiously, or lead up to it by talking of something else, because he is an authority on the Pole.

For the same reason, the average reader likes to hear about goods and like matters in a special periodical issued by some responsible manufacturing or mercantile house, and the tendency is to go too far afield in the mistaken effort to entertain—no special periodical can touch the field of the magazine or newspaper.

Getting the right man is quite a problem. The trade press can often be drawn on if the home organization yields no candidate, and it is sometimes well to interest a capable man from the daily newspaper field, for the reporter or editor who has once caught the business point of view will see points in the processes, products and policy seldom vis-

ible to those who have grown up with the business.

After a house organ has been established, and is doing good service for a reasonable cost, there is another tendency to be guarded against—that of being drawn too far into the publishing business. It is the simplest thing in the world to solicit a few advertising contracts to help pay expenses, and then increase the amount of reading matter to pad out the advertising pages, and then get more advertising, and so on, until presently, without realizing it, a regular publishing organization has grown up in the advertising department, with editors to get articles, and solicitors to get advertising, and somebody to attend to typographical details. The larger it grows, as a rule, the slighter such a periodical's hold upon the interest of its readers, who are a special audience, looking to it for special information that is not, in its very nature, capable of being extended over a wide field. To get advertising revenue for supporting an elaborate periodical, it is necessary to solicit in competition with the regular trade press, and to ask for business from houses that give it because under obligations to do so, but who can hardly get direct returns sufficient to warrant such advertising.

In other words, while special periodicals are useful, serving purposes distinct from other advertising and sales work, they should be kept in their proper spheres of usefulness. One of the elements of weakness in many a house organ is that nobody has time to give it proper attention. And it goes just as far to the bad in the opposite direction when somebody finds time to give it too much.

Five three-pence (six cent) stores have been opened in some of the larger cities of England by an American firm. At Leeds 47,000 persons are reported to have visited one three-pence shop on the opening day. This is taken as showing how glad English shoppers are to be able to go into a store without being urged to buy.

A TOUGH CRUSHED COKE PROBLEM NEATLY SOLVED.

HOW ONE SEASON'S CAMPAIGN IN
FARM PAPERS MADE A PROFIT OUT
OF AN AGGRAVATING BY-PRODUCT
—ADVENTURES IN SELLING MIL-
WAUKEE SOLVAY COKE.

By Kirke S. Pickett.

Advertising had never been up against a bulkier job than when, in 1908, it was assigned to do away at a profit with several hundred thousand carloads of crushed coke lying around the two plants of Pickands, Brown & Co., of Chicago and Milwaukee. Publicity made such a neat cleaning out of the several small mountains, much to the surprised gratification of the management, that the only way to tell about it is chronologically.

James A. Galligan, now sales manager of the coke department, stepped into the office of the vice-president one depressing fall day in 1908, in response to a summons. He found his chief looking with perplexity at some figures before him.

"Mr. Galligan," said the vice-president, "I see that those piles of crushed coke are gaining on us. Something ought to be done. What have you to suggest?"

"I'll get rid of them, if you say so," responded Galligan.

The vice-president surveyed his big assistant from head to toe.

"You know that it's a real problem—that crushed coke. We have been struggling with it for a long time. You feel like taking the job?"

"All I want is your 'go ahead,'" said the other.

"You have it, and good luck."

Galligan left the office, clearly understanding that he was about to tackle a tough proposition. He told a friend later, confidentially, that he hadn't the ghost of an idea just how he was going to do the job, but he knew he was going to do it somehow.

It needs to be said here that the crushed coke was merely a by-product of the making of foundry

dry coke. Pickands, Brown & Co. did 95 per cent of their coke business with foundries. Foundry coke is big. In the process of making this big-lumped product, some of the coke was crushed finer than was desirable for foundry purposes. While relatively the finer crushed coke was a small item, in itself it represented a sizable tying up of money and a most objectionable user-up of ground space. Sales of the crushed coke had been going on intermittently, but they were only a fraction of the amount of the daily addition to the piles.

There was nothing in the business experience of Mr. Galligan to make him predisposed toward advertising. Advertising had simply been a condition which concerned him little, and he had, therefore, not thought about it at all.

He began to think about it now, however. The coke would have to find a market in the farming territory of the Northwest and in the City of Chicago and vicinity.

He had some copy of the rather educational kind hurriedly prepared and succeeded in catching some of the farm journals that appeared in December of 1908. The results of this first broadside were evident in January. With a feeling that he was solving the problem he let the advertising run through the winter and into the spring; in the Chicago dailies even into June.

The consumption thus created began to eat into the piles of crushed coke, taking it away faster than the busy little cars could dump it on. It was immensely encouraging to know that the coke mountains were diminishing a bit in size.

During the summer he had a talk with William A. Stiles, the Chicago advertising agency man. He put the advertising account into his hands. Then began to brew plans which resulted, a little more than a year later, in laying the big piles even with the ground.

A thorough educational campaign was worked out. The following farm papers were used to cover Wisconsin, Iowa, Minnesota

and the two Dakotas: *Acker und Gartenbau, Dakota Farmer, Farmer, Farmer's Tribune, Farm Life, Farm, Stock and Home, Haus und Bauernfreund, Hoard's Dairyman, Iowa Homestead, Wisconsin Farmer*, the 900 papers in the Western Newspaper Union, *Kimball's Dairy Farmer, Northwestern Agriculturist, Skandinavien, Skorddemannen, South Dakota Farmer, Svenska Amerikanaren, Svenska Amerikanska Posten, Minneapolis Tidende, Wallaces' Farmer* and *Wisconsin Agriculturist*.

In the opinion of Mr. Stiles, the Scandinavian people read their journals in a much more serious spirit than do the native Americans. Among them, therefore, advertising in their own papers gains ready credence.

In Chicago all the dailies were used, including three or four of the foreign language papers.

This advertising, to make good, must win to the use of coke many who had been burning wood and coal. The general arguments were the same in all the advertising. Coke was called the "fuel without a fault." It does away with any use of a sifter, because ashes from coke are almost negligible. Coke avoids clinkers and the need of puttering around in the cold trying to get a balky fire to burn. It is cheaper than hard coal; cleaner than any fuel whatever; it is smokeless and has no noxious gases. Coke is the ideal domestic fuel. It does not burn out pots and kettles. Those were a few of the points made.

Mr. Galligan, with such a veteran as Mr. Stiles to advise him, "caught on" to publicity ways very quickly. In fact he proceeded to work out a few experiments of his own that were novel and resultful. In the Chicago city advertising, for instance, he had printed the names of the city dealers handling the crushed coke of Pickands, Brown & Co. That insured that the advertising would come back to the advantage of the advertiser and not to other concerns who might happen to have crushed coke on hand. But the artful touch was given when Mr.

Galligan induced his dealers to pay for the space in the dailies which their names occupied. Some of his friends suggested that this was a "nervy" move, but Mr. Galligan had some very excellent reasons for thus levying upon his dealers.

"You see," said Mr. Galligan, "if the dealer paid for the space his name occupied in our daily paper advertising, he would feel that he had a personal interest at stake in our campaign. He would be paying a little over seven dollars a month to us. By virtue of this investment he would feel that he should co-operate to the very fullest extent in our selling. We did not want his money. We did want him concerned in helping to

A Couple of Tons



A Ton of
Hard Coal



A Ton of
Solvay Coke



ASH



ASH

Buy Genuine Solvay Coke

"The Fuel without a Fault"

It is smokeless, sootless and clinkerless—a clean fuel. Ideal for heating or cooking—always dependable. Hard coal is expensive—at least 25% is waste. Solvay Coke is economical—practically pure carbon, the best element. Figure it over!

Ask your dealer for genuine Solvay Coke—Not ash.
\$4.50 a ton; Egg and Stove size \$6.75 a ton—
telephone or write for name of nearest dealer to

PICKANDS, BROWN & COMPANY
115 Adams Street, Chicago. Tel. Randolph 220

OCULAR DEMONSTRATION.

secure the largest possible returns from our advertising.

"How did we prevail upon him to pay his share? Well, a good many difficult things can be done by diplomacy. I wrote each of our dealers that we had selected him to handle our coke only after investigation. Only 10 per cent of the Chicago dealers were handling our brand of coke. That was all we wanted, and we told each dealer so. With this approach every dealer could figure out that we had paid him a big compliment in making him the one out of ten to represent us. Every one of those we wanted came over

without an objection, and the way they put their shoulders to the wheel proved every theory I had in thus linking them up financially with our campaign."

The only advertising in trade journals appeared in the *Retail Coalman* of Chicago, and the *Northwestern Coal Dealer* of Minneapolis. The copy showed the profit in handling coke, particularly Pickands, Brown & Co.'s. A steady stream of circular letters, pamphlets and personal letters was kept going to all the dealers in the territory. By the middle of the summer of 1909 the number of dealers had been increased to 5,000. This was not accomplished entirely by advertising. An inducive price arrangement on certain sizes of the coke lined up not a few of the most backward.

Enamel signs were sold all the dealers of the Northwestern territory. It is to be noted that they were sold and not given away. Mr. Galligan figured that a sign given away was in a promising way of being tossed into the back yard, while a sign sold practically insured its being put up on the dealer's building, somewhere about the town or on the wagon. A dealer was influenced to pay for the signs by arguments similar to those that made the Chicago dealer pay his share for the daily paper advertising. A dealer was made to understand what good profit awaited him and what a favor had been shown him by being one of the few selected in his district.

Mr. Galligan believed that a giving away of signs and a free printing of dealers' names in his advertising would only develop a paternal spirit; the dealers would lean upon the advertisers, who alone would have to create all the demand. In the campaign described here the dealer worked like a Trojan to make business for Pickands, Brown & Co., and that is what Mr. Galligan and Mr. Stiles desired.

The cost of the campaign has been surprisingly little. Seven thousand dollars was spent the first season and \$20,000 the next.

SELLING LIFE INSURANCE TO FARMERS BY MAIL.

ST. PAUL COMPANY OUT IN FARM PAPERS WITH ARGUMENTS SHAPED FOR FARMERS' CONDITION—REASONS THAT LED TO CAMPAIGN.

By Herbert H. Smith.

The Northwestern National Life Insurance Company, of St. Paul, has under full headway a campaign in farm papers that is the first of its kind. It aims to sell straight life policies to farmers by mail. This step takes full advantage of many farmers' dissatisfaction with fraternal insurance orders, some of which have suffered in reputation of late, owing to financial difficulties.

Farmers die, even as other people die, and they leave families, usually larger ones than city men leave, but, on the average, the estate is no larger than the estate left by city men, but very few farmers have provided for their families through life insurance. Hail insurance is common, and fire insurance not unknown, but life insurance is rare. From the isolated position of the farmer he is not subject to the continued attack of the omnivorous agent. In fact he is more than likely to look with suspicion on life insurance.

On account of the social features, not a few of the farmers of the West have joined the fraternal organizations, but their experience with them has not been eminently satisfactory. On the other hand, farmers have the money which can easily be invested in life insurance, and they are open to convincing logic.

It was this state of affairs which the Mitchell Advertising Agency of St. Paul and Minneapolis presented to the officers of the Northwestern National Life Insurance Company of Minneapolis the past winter and persuaded them to enter on a campaign of advertising through farm papers of the Northwest to sell life insurance by mail.

A. G. Furber, manager of the Minneapolis agency, devised the



Two pages that you

We have dared

This association of trade publications has dared to take a position which means direct, effective advertising service and counsel to advertisers in the textile field without the intervention of a third party.

We have proved our position with a record of successful campaigns which for results per dollar of expenditure are unmatched in advertising history.

We have tied the knot between producer, retailer and jobber, resulting in harmonious, profitable, effective distribution along rational lines.

We assume to know more about the advertising of Department Store merchandise and distributing problems attached thereto than any other advertising or publishing organization in existence.

It is up to us to prove this to you, if your merchandise seeks wider distribution through dry goods, department or general stores.

Our aggressiveness and success are not to the liking of many advertising organizations, and you probably won't hear friendly words about us in some quarters.

But if you are interested in the successful experiences of our clients and the methods used to assist them, we are ready to talk to you.

Root Newspaper Association Ro

231 West 39th Street, New York

DRY GOODS ECONOMIST
DRY GOODS REPORTER
THE MILLINER
DRYGOODSMAN
SHOE & LEATHER GAZETTE

New York
Chicago
Chicago
St. Louis
St. Louis

TWIL
THE
BOOT
CLEV
FACI

that you should read



The Root Newspaper Association

An affiliated group of trade publications serving textile and kindred advertisers who seek retail distribution in the most effective, economical manner.

The circulation, influence, merchandising experience, and ability offered to the advertiser through this organization are not procurable elsewhere. We ALONE can supply this service. In addition, we possess every advantage owned by any other advertising or publicity group.

We aim to eliminate waste to advertisers in our lines.

If you are already spending money without visible benefits in proportion to expenditure, or planning to embark in an advertising campaign, you are invited to consult us. Allow us to acquaint you with our co-operative methods and how they have procured results at minimum cost.

Root Newspaper Association
231 West 39th Street, New York

TWIN CITY COMMERCIAL BULLETIN
THE HARDWARE TRADE
BOOT & SHOE RECORDER
CLEVELAND TRADE BULLETIN
PACIFIC COAST MERCHANT

Minneapolis-St. Paul
Minneapolis-St. Paul
Boston
Cleveland
San Francisco

Development

Mr. George W. Hopkins became, early in 1906, General Manager for the Johnson Educator Crackers. His campaign of advertising was successful from the first. At the suggestion of Mrs. Hopkins, large space in *Good Housekeeping* was used. The returns were remarkably good, and have continued so to date, although the rate is much higher now than it was then.

At the first of the present year Mr. Hopkins became Advertising and Specialty Manager for the Loose-Wiles Biscuit Company. His initial advertising campaign has met with instant success. *Good Housekeeping Magazine* has proved itself a most important factor in this—Mr. Hopkins tells us that it is bringing even better results now than it did before.

This is simply a case in point. The 300,000 women whose buying is directed by this magazine give increasing evidence of their dependence on it year by year.

There is no waste to this circulation.

Present Rate \$300 a Page.

GOOD HOUSEKEEPING M A G A Z I N E

New York

Springfield, Mass.

Chicago

POPULAR FANCY AND
CIGAR ADVERTISING.

"PIPPIN" CIGARS MADE SUCCESSFUL
IN NEW ENGLAND BY SOME CLEVER
CURRENT BITS AND PHRASES AND
GENEROUS ADVERTISING SPACE—
DANGERS IN THE METHOD.

By H. L. Allen.

All the cohorts of psychology can't formulate a single law of popular fancy that will work three times in succession. It is easy to explain why, after a given incident, but to predict results with certainty is far riskier than the weather man's job.

Yet popular fancy in a business such as cigar selling, is a very real factor, for straight "reason why" doesn't get much of a grip on cigar smokers, much as we prate about the male sex's superior amenity to argument.

Because of this restlessness of the popular fancy, the cut-and-dried methods used by many advertisers in newspaper campaigns for such a thing as cigars are of little avail. It doesn't do to go to an agency at the beginning of an active selling-season, and have a long series of copy written up and send out electros to the newspapers, together with contracts to cover a period of months, if one's endeavor is to reach the popular fancy in the most approved and effectual fashion. At least such is the opinion and practice of some shrewd tobacco advertisers.

The lazy agent is not apt to see matters in this light because such a method of procedure means much more work and worry for him. It also means less finished, more "spur-of-the-moment" copy, which is oftentimes rough as to its details, because of the haste with which it was drawn up. But what it loses in *finesse* it makes up in spontaneity, and it is a debatable question whether the newspaper-reading public does not appreciate timeliness more than scientific accuracy.

H. Traiser & Co., Inc., Boston, makers of "Pippin" Cigars, furnish an excellent example of such up-to-the-minute advertising, and

seeking after popular fancy. No one ever accused this concern of doing excessively artistic advertising. On the other hand, the fact that New England jobbers and retailers are practically compelled to carry these cigars in the territory selected for the latter, whether they will or not, because of the immense demand for them on the part of the smokers, is evidence enough that the advertising has pulled. "Pippin" sales to-day number a million a week.

The very name "Pippins" was founded upon a momentary enthusiasm of the Boston populace. At the time Mr. Traiser was rack-

THE CONDUCTOR
Likes A
PIPPIN
Everybody Does
5c 6 for 25c
"At Every Cigar Counter"
H. TRAISER & CO. INC.
MAKERS BOSTON

The Milk-Man
Likes a
PIPPIN
5c 6 for 25c
"At Every Cigar Counter"
H. TRAISER & CO. INC.
MAKERS BOSTON

GIVING THEM ALL A "JOLLY."

ing his brains for a name for a new brand of cigars, a play named "Pippins" was put on at the Howard Theatre, Boston, which became very popular for the time being. The manufacturer saw the value for him of the name at that moment, and straightway made arrangements for its adoption. But as a cigar brand name the word has outlived in popularity the play which was its godfather.

And one rather surprising feature about the strenuous "Pippin" Cigar advertising which has been going on of late has been the fact that the big, round apple, which has been very naturally adopted as

the trade-mark, has invariably been depicted, when in color, as being red, whereas any second cousin of the soil must appreciate the fact that pippins are green. This is a fact which Henry P. Dowst, of the Humphrey agency, Boston, points out with a laugh, saying it is now far too late to mend, and that anyway he is not sorry the mistake was made, for it only tends to create comment, and comment is what is wanted.

The artist and the copy-writer have put in many feverish eleventh-hours getting ready "Pippin" Cigar advertising. Indeed, some of the biggest hits have not been anticipated twelve hours before they were "sprung." Perhaps one of the best instances of this thing happened the day the first reports came informing the world that Dr. Cook had succeeded in reaching the North Pole. The fact that this news has since been discredited has nothing to do with the case. The first news-reports to this effect reached Boston in time for the very last editions of the Boston newspapers, which were on the street at 4 o'clock. But the latter were sufficient to give Mr. Dowst his cue. Inasmuch as he always is given free rein in such instances by Mr. Traiser, it was only a question of minutes before an artist had turned out a cartoon ad, showing Dr. Cook discovering a North Pole, in the shape of a big "Pippin" Cigar, aided by the light of a sun, in the shape of the proverbial trade-mark apple. Beneath was the one word "Discovered!" The ad was run on the first page of the newspapers, and called forth no end of comment, being a better cartoon than most of the newspapers themselves had been able to prepare in the hurry.

The day Theodore Roosevelt set sail for his long African hunt there was a similar *coupe* for "Pippins." The cartoon this time showed the popular ex-colonel of the Rough Riders seated 'neath a tree in the jungle, smoking a "Pippin" with great glee, whilst at his side lay a monster box containing more of the cigars which were being pilfered by a regular

Noah's ark full of beasts. The caption was, appropriately enough: "Dee-lighted!" The cartoon was run on the first pages and also created many a laugh.

"I Love My Wife, But Oh You Kid!" the song, took New England with a furor a few months ago. It only offered another opportunity for "Pippin" ingenuity. It was not a big change to "I Love My Pipe, But Oh You 'Pippin,'" and the latter sentiment, properly illustrated, comprised a strong talking-point. Mr. Dowst wrote a complete special parody to the familiar air, and the whole was published in regulation music-



THE APPEAL OF THE CARTOON

sheet style, and given away by the wholesale. Thousands of copies were sent around to the cigar stores, to the clubs, and more especially to the summer hotels, there to be placed conveniently on top of the pianos, where sheet music was scarce. Prizes were offered for additional "Pippin" verses to the song, and hundreds competed. Appropriate lantern slides of the song were even made and supplied to the moving picture establishments, which were eager to get and use them.

These are only a few of the examples of this popular method of advertising used in connection with "Pippin" Cigars. The sensational finish of the baseball championship of the world, the contest between Detroit and Pitts-

burg, offered another opportunity for a momentary hit. The discovery in Shakespeare's "Merry Wives of Windsor" of the following sentences offered still another advertising text: "I will make an end to my dinner. There's pippins and cheese to come," only naturally the word "pippins" was capitalized in the resultant ad.

"Pippin" Cigar advertising has been confined very largely to the summer time, which is the great smoking season. Ads which were unique principally in the fact that they were optical freaks, such as Ben Day plates and the like, have been used both in and out of season. At present a tradesmen's series is being run, asserting and illustrating "how the butcher, the baker, and the candlestick maker like a 'Pippin'—everybody does."

"We always strive in the 'Pippin' advertising," says Mr. Dowst, "to catch the popular fancy without doing the thing which is stereotyped or forced. This is very appropriate for a five-cent cigar, because it appeals to the popular purse. As an illustration of what I mean by a stereotyped appeal to the popular fancy, I could recall a cartoon ad which we ran some months ago over the caption 'The 'Wright' Smoke,' showing a bi-plane made of 'Pippins' and flying high in the skies. Now there's nothing original or clever about that. Almost exactly the same kind of thing has been done by a score or more of other advertisers. We were sorry we ran that ad."

Which serves to point out that there's a lot of danger in cultivating this "catching the popular fancy" style of advertising. It pays for this particular product, under special conditions only when the right note is struck. The false notes in the fiddle for popular fancy are many and disastrous.

The Decatur *Herald* on June 19th appeared as a 120-page paper. It was a souvenir and industrial edition.

W. M. Simmons has resigned his post as advertising manager of the *Pittsburg Post* and *Sun* to become president of the *Automobile Journal*, of Pittsburg.

We Show Quality

"Quality circulation" is no longer established by the loudest talker.

Nor is the high selling price of a magazine the determining factor of quality circulation.

Advertisers today demand to be **shown** just where the magazine circulates.

The Ladies' World originated the idea eight years ago of **picturing** the HOMES of its **subscribers**—the houses where the advertisements were read.

The success of this idea was immediate and permanent for The Ladies' World—perhaps that is why other magazines are copying the idea eight years later.

The Ladies' World is still going into those homes—the homes of America's best buyers.

Are you in the September number?

Forms close July 12th.

Rate, \$2.50.

Circulation 500,000 **guaranteed**—nearly 600,000 actual circulation for September.

THE
LADIES' WORLD
New York

HARVARD BEER TRIES COUPON ADVERTISING.

FREE BEER TO THOSE ABLE TO BUY—
SHUTTING OUT THE "BUM"—IN-
TERESTING RESULTS OF NEWSPA-
PER CAMPAIGN.

By P. R. Barney.

Searching about for a means of escaping the expense of the usual sampling method, and, at the same time, to make certain that its product given away on the basis of a newspaper coupon plan would not fall into the hands of undesirables, the Harvard Brewing Company recently hit upon something novel, and, what is more important, something which worked to their entire satisfaction.

When it comes to beer, the danger of the free sample getting into the hands of triflers is doubly real. Every lounge on the street corners will beg a cent or two in order to get the paper which contains the all-prized coupon.

It was the belief of James R. Nicholson, the president of the company, that the usual coupon ad concentrates the attention upon the product for far too short a period of time. In order to avoid this difficulty, too, he and his advertising agent, C. Brewer Smith, of Boston, got together and evolved the series of copy referred to. There were seven large, four-column ads in the group. The first of these ran in the Boston *Herald*, November 1, 1909. It contained the rather startling announcement that the Harvard Brewing Company proposed to give away, entirely free of charge, 1,000 full cases of beer, each containing twenty-four pints.

In order to get these free cases it was explained that the coupon at the right should be cut out and saved, together with those which would follow, and that the next coupon would appear in the Boston *Post*, November 4th. When the latter ad came out it volunteered the fact that Coupon No. 3 would be in the Boston *Traveler* of November 8th. In succeeding ads the facts were dis-

closed that the other coupons would be found in rotation in the *American* of November 11th, the *Herald* of November 15th, the *Post* of November 18th, and, finally, the *Record* of November 22d. This meant that Boston was kept busy saving coupons for nearly a month and during all that time, what was more important, Boston was kept thinking of Harvard Beer, Harvard Beer.

The masterful thing about the coupons was this. They were large, measuring two columns wide and fully seven inches long. The seven of them were lettered in rotation H, A, R, V, A, R and D, as was most appropriate. But, besides this, these coupons

Here's Your Opportunity to Try a Case of Harvard Export Beer at Our Expense


Our Offer
We will give you a case of beer at our full expense (12 bottles of Harvard Export Beer) to the first one thousand people filling the following conditions:
This is the fact in a series of similar advertisements, containing coupons, with the letters in the word Harvard.
Coupon No. 1 (H) appeared in the Boston Herald Nov. 1, 1909.
Coupon No. 2 (A) appeared in the American Nov. 11, 1909.
Coupon No. 3 (R) appeared in the Record Nov. 22, 1909.
Coupon No. 4 (V) appeared in the Traveler Nov. 8, 1909.
Coupon No. 5 (A) appeared in the American Nov. 15, 1909.
Coupon No. 6 (R) appeared in the Record Nov. 18, 1909.
Coupon No. 7 (D) appeared in the Daily Post Nov. 18, 1909.
Send this complete series of coupons to the Harvard Brewing Company, Office, 40 Court Square, Boston, with one dollar as a deposit for the bottle and case, and we will forward at once to your address a case of Harvard Export Beer. Delivery free in Boston proper if you live outside of Boston we will deliver to the express company your designate. When you return the case and empty bottles we will refund your dollar.
Only One Case Free Will Be Allowed to a Family.
Coupons must be mailed on or before Dec. 31, 1909.

Harvard Beer Coupon No. 7


HOB BOTTLING PLANT
The Harvard Brewing Co., the largest using a brewery in New England, and has the finest and best equipped bottling house in the world.

We were the first in New England to install a government glass line from the brewery to the bottling house, and sending of beer that is bottled straight through the pipe line under the supervision of an inspector of the U. S. Department of Agriculture.

Every equipment in device known that helps to produce the best quality of bottles here is in our bottling house. The bottles are automatically cleaned by machine, machinery rigorous, fill and seal the bottle and, after the beer is bottled, it is put through a process of carbonating and the beer is then ready for delivery. The cleanest, purest and best quality of beer on the market.



Harvard Brewing Company
BOSTON, MASS.



AD SHOWING USE OF COUPON.

also contained little essays of some length relating to the qualities of Harvard Beer. These qualities were treated of as follows: Malt, Hops, Water, Aging, Cleanliness, Flavor and Bottling. The collector of the coupons could not help but become impressed with these talking-points every time a new slip was added to the collection.

As might be expected, the newspapers co-operated in the plan with great gusto. It meant much for them. The list of newspapers included most of the Boston sheets, and that meant that hundreds, perhaps thousands, of people who had been sticking closely to this or that favorite newspaper

for a long time, perfectly oblivious of the merits of all others, would be forced to observe what improvements, if any, had been made by those others. Most of the papers ran off a number of extra copies of their issue containing the ad and kept them in their business offices to supply the demand for them which was created. One or two ran out of these issues finally, and with the danger of breaking their coupon-chain facing them, many stories are told of the extremes to which some went to get the necessary copies.

The last ad, that in the *Record*, of November 22d, and containing the D-coupon, explained that the first thousand persons who presented in person or sent by mail a complete set of the seven coupons before November 30th would be sent the case of beer. Two stipulations were imposed, however. One was that not more than one case of beer would be allowed to a family. The other was that the coupons must be accompanied by a dollar deposit, which would be refunded upon the return of the box and bottles.

The latter stipulation was an especially clever one. It had two objects in view. The first of these was the heading off of the hundreds of hundreds of red-nosed "hangers-on" who would be sure to be heard from otherwise and who had no dollar available for deposit. The results of the campaign will indicate how successfully this heading-off was done. The other object in asking the deposit was to encourage repeat orders. It was estimated that many consumers would be tempted to order the beer regularly, after the trial case was gone, and not to ask for the dollar deposit back.

It is related that the *Record's* first edition containing the D-coupon ad was first on the streets of Boston. Before 2 o'clock President Nicholson called Mr. Smith up on the 'phone to inform him that already something like 200 complete sets of the coupons had been received at the Harvard

The Standard Paper for Business Stationery—"Look for the Water-Mark"

THERE are certain Great Names in the manufacturing world that stand for Genuineness and for Sincerity. The best people, socially and financially, use the goods on which these names are stamped.

OLD HAMPSHIRE BOND

for your letterhead, puts you in the right company.

Let us send you the OLD HAMPSHIRE BOND Book of Specimens. It contains suggestive specimens of letterheads and other business forms, printed, lithographed and engraved on the white and fourteen colors of OLD HAMPSHIRE BOND. Write for it on your present letterhead.



Hampshire Paper Co.

The only paper makers in the world making bond paper exclusively.

**SOUTH HADLEY FALLS
MASSACHUSETTS**

Made "A Little Better than Seems Necessary"—"Look for the Water-Mark"

Brewing Company's office. That was on a Monday. By the close of the business day, Tuesday, 720 complete sets of coupons had been received. After the second day there was something of a falling off, as might be expected. But after that the sets began coming in in large numbers again so that by the end of the week, some days before the final date, 1,200 complete sets were on hand, more than the thousand offered.

A number of sets were received from surrounding places which were prohibition. In such instances apologies were sent by the Brewing Company, explaining that the beer could not, of course, be sent under the circumstances.

The results of the campaign were carefully watched and tallied, and it was found that *fully sixty per cent of those who received the proffered thousand cases sent in repeat orders*, paying the regular price of \$1.50 a case. Six hundred new and regular customers was thought to be a very excellent outcome. But undoubtedly the good results of the campaign did not end there. There were thousands who did not get complete sets of coupons. And, again, the copy had the same effect as regulation advertising would have upon those who were not inclined to save the coupons. In order to clinch the argument with these thousands, a later follow-up series of Harvard Beer ads was run. Each of the latter referred in rotation to some well-known hostelry in Boston where the beer was regularly served, together, in most instances, with a letter of recommendation from the proprietor of the same.

A perhaps unusual thing in connection with Harvard Beer advertising is the utter absence of any desire to use the university reference in the name of the company as capital. Never is a young man drawn into a Harvard Beer advertisement who could possibly be taken as a representation of a Harvard student than President Nicholson promptly vetoes it or orders the figure made over on more mature lines.

RESULTFUL COPY THAT WAS USED FOR THIRTY YEARS.

THE PECULIAR EXPERIENCE OF
ORIENTAL CREAM—A NEWSPAPER
SUCCESS—ATTITUDE TOWARD PRICE
MAINTENANCE—INVADING THE
ORIENT.

Most copymen and commercial artists become restive in these days when the copy of any advertiser with whom they have any influence is not changed as often as there are insertions. It is not to be denied that it means business for them to take such a stand. But they are usually sincere about it nevertheless. What, then, of a product which has been advertised, year in and year out, in season and out of season, for the last half century or more and for thirty of those years practically without change of copy?

That product is Dr. T. Felix Gouraud's Oriental Cream, which is now controlled and advertised by Ferd. T. Hopkins, New York, who places his contracts direct. There probably is not a newspaper reader in the country who is not familiar with the Oriental Cream copy referred to. If there is any reader of PRINTERS' INK who thinks he is not familiar with it a glance at the cut accompanying this article will undoubtedly convince him to the contrary.

For more than a quarter of a century—an unconscionably long time even for the vainest beauty!—the lady in the picture has been admiring herself in her hand mirror, quite satisfied with the transformation which has impliedly been wrought on her face by the contents of the bottle which she holds in her right hand. Two generations of Americans have looked upon this lady, and the pulling power of the copy is such that Mr. Hopkins hasn't the slightest intention of making a change.

Sixty-two years ago Felix Gouraud was conducting a small apothecary shop on Walker street, New York, a few doors from Broadway. He formulated a little family of toilet preparations,

50%

This is **the very least** to be estimated for the
"Attention Value" of any advertisement.

Because—

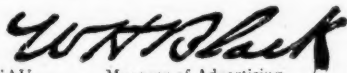
Unless an Advertisement attracts **and holds**
 Attention, its other qualities **have no oppor-**
tunity to produce results.

Therefore the "Attention Value" of any Ad-
 vertisement must be at least 50% (and is prob-
 ably more) of its **total** worth.

This being the case, can you refuse to admit
 that "Attention Value" depends much upon
the size of space used.

In Periodical Advertising "the unit" of space
 value is the page.

And—the impressiveness of this unit can be
 increased **only by its multiplication.**



F. W. THURNAU,
 Western Advertising Manager,
 Hartford Building, Chicago, Ill.

Manager of Advertising,
 66 West 35th St., New York City.

Ask Your Customers

many of which are obtainable to this day. But, of them all, the Oriental Cream seemed to "take" with the neighboring public best of all, and it became his specialty. It was not many months before the first beginnings of Oriental Cream advertising came in the local newspapers of New York. In the first issue of the *New York Times*, in 1851, the cream was represented. When the *Times* recently celebrated its anniversary and reproduced that first issue in souvenir form, many who scanned the reproduction were surprised to find the Oriental Cream advertisement.

Since the adoption of the lady-and-the-mirror ad, which was written by Mr. Hopkins thirty years ago, about the only other copy which has been used has been for two-column insertions, showing a cut of the Oriental Cream bottle. Upon rare occasions very special copy has been used, as, for instance, in a late issue of *Vogue*. The only change which has been made is in the age of the product which is mentioned in the body of the text and which has been changed yearly.

As evidence of the way in which the old copy is still pulling, Mr. Hopkins, Jr., points to his big pile of inquiries which come in every morning, in spite of the fact that the ad makes no solicitation of inquiries. In addition, it is his statement that the sales of Oriental Cream have increased fully 25 per cent in the last five years and about 5 per cent in the last year. Oriental Cream is to-day for sale in 75 per cent of the 50,000 drug stores, in half the dry-goods stores, and in many of the grocery stores of the country.

The copy is run in about 200 newspapers every other day. The stipulation is made in contracts that the ad shall be run either on the woman's page or the fashion page or the page devoted especially to social or community news and chat. The latter is mostly read by the women, it is estimated. Of late years there has been a tendency not to advertise Oriental Cream during the months of December, January and Febru-

ary, inasmuch as it is estimated that at that time of the year the women have less money to spend for personal luxuries.

In addition, in the Middle West, which has been found to be a particularly paying field, a number of the weeklies with farm circulation have been used to great advantage. "The Middle West farmer has more money to spend," says Mr. Hopkins, "than his Eastern brother, and besides, as he is not in touch with the great metropolitan dailies, the weeklies are particularly desirable."

To show what a firm believer Mr. Hopkins is in the efficacy of unchanged copy, he explains that he believes he would use the same general plan even if he were

A Skin of Beauty is a Joy Forever

DR. T. FELIX GOURAUD'S ORIENTAL CREAM OR MAGICAL BEAUTIFIER

PURIFIER as well as beautifier. It is the only cosmetic will do it.



Removes Tan, Pimples, Freckles, Moth Patches, Rash, and Skin Diseases, and every blemish on beauty, and defies detection. It has stood the test of 15 years, and is so harmless we taste it to be sure it is properly made. Accept no counterfeit of similar name. Dr. L. A. Sayre said to a lady of the highest name (a patient): "As you ladies will use them, I recommend 'Gouraud's Cream' as the least harmful of all the skin preparations." For sale by all druggists and Fancy Goods Dealers in the United States, Canada and Europe.

FELIX T. HOPKINS, Prop., 37 Great Jones Street, New York.

THE AD THAT HAS RUN FOR A GENERATION.

now introducing Oriental Cream for the first time and effecting his first distribution. "I might have thirteen pieces of copy prepared," he explains, "if I were putting a new product before the public for the first time. But I would have that series of thirteen run every other day, in rotation, for a month, beginning it over again with every new month. Soon that series would come to be almost as familiar as our thirty year copy. Like the latter, it would grow to be a familiar friend to the public, recognized whenever seen."

Oriental Cream is sold almost without exception through the jobbers. No attempt has been made to make a mail-order proposition out of it, largely because it is an article which is ruined by being frozen. No attempt is made to maintain prices with the retailers. "That is a matter which is up to the retailers themselves," Mr. Hopkins explains. "If the retailers of a given territory figure out that it would be best for their interests to have price minimums, they ought to get together themselves and agree."

ORIENTAL CREAM IN THE ORIENT.

An interesting advertising experiment is now being conducted in Manila, P. I., where Oriental Cream car cards are being tested. In the States it has been well-nigh impossible to accurately test the results of various advertising media. Special advertising might be attempted in and around Portland, Oregon, for example. But

there was no way of finding out just what increase in Oriental Cream consumption came as a result. Portland retailers might order Oriental Cream through jobbers in San Francisco or Denver, or even Chicago, and further East.

In Manila, however, the case is different. Retailers there must order through importers, who must, in turn, order through New York brokers. And whatever the results of the car card advertising may be, they can be very accurately traced. The results are being awaited with interest.

The fund being raised to advertise the City of Savannah, Ga., viz., \$50,000, is rapidly materializing. The city is giving \$10,000 to the fund, with the understanding that the trade bodies and citizens generally will raise the other \$10,000.

Thomas Quirk, who left the Holyoke, Mass., *Telegram* something over two years ago, to go with the Boston *Transcript* as city editor, has returned to the *Telegram* to assume the position of advertising manager.

THE GEORGE L. DYER COMPANY

42 Broadway, New York

Successor to
Arnold & Dyer Advertisers Agency
Philadelphia and New York

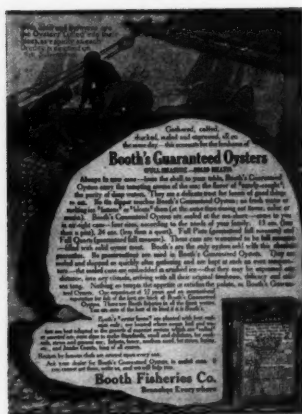
Newspaper, Magazine, Street Car
and Bill-board Advertising
Business Literature
Publicity and Merchandising Counsel

THE GUARANTEE AS A SALES STIMULATOR.

WHEN BACKED UP WITH ADVERTISING AND ORGANIZATION, LIKE BOOTH'S OYSTER CAMPAIGN, GUARANTEE CAN BE MADE STRONG FACTOR—80 PER CENT INCREASE MADE.

The Booth Fisheries Company turned the public state of mind to advantage last fall by making an absolute guarantee that Booth's oysters were fresh and clean. To back up this guarantee a sales plan was originated which set a strict time limit upon the disposal of the goods. If any shipment was not sold within a set time, the dealers were bound to return the oysters.

This is one of the enterprises of Armour & Co. Armour's organization made possible the estab-



LURE OF THE GUARANTEE.

lishment of a series of central plants whence the oysters were hurried to dealers immediately upon their receipt from the coast.

A good deal was made of the fact, also, in this advertising that, while meat had advanced in price, oysters had not. This was calculated to be of particular interest to the consumer at about the time the hue and cry was raised against the "extortion" of the meat trust. Meat riots in New

York and an angry feeling among dealers at being caught between the upper millstone of the packers and the nether one of the outraged consumers helped to give a peculiarly sharp point to the non-advance in the price of Booth's and other oysters.

All this was effective, judging from the jump in the business of the Booth Fisheries Company. It is stated that consumption increased as high as 80 per cent in the fall season of 1909, and the strong emphasis on the guarantee plan has been liberally credited with this sales increase.

The copy prepared by the Mahin agency of Chicago was full of oyster "atmosphere." The idea was to make the advertising have an oyster hankering effect on the reader. Each of the illustrations from the original drawings of Emil A. Nelson, of Chicago, pictured some scene incidental to the industry of harvesting oysters. The special airtight package, permitting long shipments without loss of flavor and without other deterioration, was pictured regularly in each advertisement.

The advertising appeared in the *Cosmopolitan*, *Everybody's* and *Red Book*, three pages each from October to December, and in the *Saturday Evening Post*, one full and four quarter pages.

NOW IT'S CEMETERY ADVERTISING.

The Mount Greenwood Cemetery Association of Chicago is one of the pioneers in its field as far as advertising goes. W. N. Rudd, president of the Association, is responsible for the inception and direction of a well-planned campaign in the daily newspapers. The Mount Greenwood advertisements have been running twice a week in the *Chicago Evening Post* and the *Morning Tribune*. They have varied in size from three inches, single column, to ten inches, double column. The ads have been prepared with great care and are extremely attractive.

The announcement is made of the appointment of P. S. Staples as publicity manager of the Bell Telephone Company of Pennsylvania, and controlled companies, to succeed the late George G. Steel.

MAY WE REMIND ADVERTISING MEN

That as makers of the
long-advertised and largest
selling brand of silver-
plate—

1847 ROGERS BROS. ^{X S} TRIPLE

we enjoy an equal repu-
tation on other lines of
silverware, in both ster-
ling and plate, and are
especially prepared to fill
orders for special pres-
entation silver—cups,
trophies, memorials, etc.

MERIDEN BRITANNIA CO.
(International Silver Co., Successor)
MERIDEN, CONN.

THE PRESS AGENT GETS HIS INNINGS.

BUSINESS OFFICE COMES IN FOR A THREE BAG SOCKDOLLAGER—BEATON AT THE BAT—"PRINTERS' INK" CALLED AN UNFAIR UMPIRE OVER RAISIN GROWERS' PRESS AGENT GAME.

By Welford Beaton,

Recently Head of Department of Publicity Alaska-Yukon-Pacific Exposition, Seattle.

I am not an advertising man nor a press agent nor a newspaper man, but have been all three. About the only permanent habit that I have carried with me from the days of those vocations is that of reading *PRINTERS' INK* every week. Therefore, as one of the elect, I demand to be heard. These are the dog days, and to add to the discomforts of the heated season, I want to give my ancient enemies—the business office staffs—a jolt.

My newspaper experience has been confined to the editorial department. You will, therefore, agree with me that it is quite reasonable that I should hate business managers and advertising managers without exception. I am hot enough as I write, but I get hotter still when I think of the innumerable times some swell story had to be boiled down merely because a voracious advertising manager insisted upon bringing in just one more half-page shortly before the forms went to press. Still greater indignities have I suffered when the business manager has come upstairs with definite orders that we were to say nothing about the elopement of Bill Jones' daughter with her father's chauffeur because Bill Jones was one of our good advertisers. On behalf, therefore, of editorial forces in every state please let me take one whack at every advertising manager and business manager who reads your paper.

A few weeks ago you ran a story roasting the whey out of press agents in general, and you said that their day was done.

Why knock the poor press agent? Commercialism has entered newspaper life to such an extent that the city editor is tied down to a limit of expenditure in most offices that will not allow him to turn out a decent paper. That is what gave press agency its birth. If a lot of you business managers will trot upstairs and ask the city editor what men left him to become press agents he will tell you that they were his best men, and if you ask him why they left he will tell you that it was because they could make more money as free lances than he could afford to pay them out of the dinky little appropriation you allowed him upon which to get out his paper.

There is never any harm and in most cases lots of news in the press agent's story. The press agent who works for local people, that is, for traction companies, theatres, politicians, etc., helps you get out your paper cheaply. When the street railway company makes up its mind to extend its lines and spend one million dollars in so doing, the story is a good one, and it helps some to have it written and handed in by the company's own press agent. There are many columns of real good reading matter thrown into the wastepaper basket simply because the newspaper is afraid that their publication will do somebody some good. In place of these discarded columns the machines are kept busy with time copy clipped from other papers, redated and headed up as if it were new stuff. Many times also this matter carries a line "By special cable to the Screecher." The business manager who thinks it is quite ethical for his editor to steal a lot of matter from other papers throws up his hands in holy horror because a press agent offers him some really good stuff for nothing.

Take, for instance, the efforts of the people in Fresno County, California, to create an interest in the raisin industry. A few weeks ago your columns were opened to a bitter attack on the method that these people took to increase the market for the county's leading commodity. I think your article

was unkind and unfair. Fresno is a county of considerable population, with fine cities and fine people. Their great industry is raising something that there would be a far greater demand for if the people of the country knew the good to be derived from its increased consumption. They sent out interesting matter, and asked the papers to give them a little boost. They spent all the money they could and did the work in the best way they knew of. I don't see that it would have hurt any newspaper on earth to have made some remark about the enterprise of these people in trying to create an interest in a national raisin day. The idea was quite unique enough to demand some notice. It would have helped the men, women and children; the schools, the colleges, the churches and everything else. It was not going to directly put anything more in one man's pocket than in his neighbor's. It was a plea from one section of the country to the other sections for help. Yet you mercilessly scored it because they did not pay their way. If you had helped them—I am speaking to you, Mr. Business Manager—the raisin industry in this country might finally be built up to such a position that it could spend money with you. You had to lean on somebody sometime to get a start; perhaps you are leaning on somebody now. It is rather comforting to get a boost—Isn't it? You remember the fellow who gave you the boost—don't you? When you are in a position to do so you are going to see that he loses nothing by it.

Last year I was the head of the department of publicity of the Alaska-Yukon-Pacific Exposition at Seattle. This Exposition was not conceived as a money-making proposition; but was created for the purpose of building up a great section of the great United States. A vast majority of the papers treated us very kindly indeed. We tried to send out matter that would interest them, and we were getting along fine until we were discovered! A bomb-shell was thrown into our midst

when the Secretary of the American Newspaper Publishers' Association sent out a circular letter stating that we had been caught in the act of paying a publicity firm in New York \$10,000 to secure free publicity. Even the heat does not keep me from having one more laugh about that. It shows how easy it is to frighten you business managers if you think a dollar is getting away from you. Had the gentlemen of the A. N. P. A. stopped a moment to think they would have realized that my whole department was run for the sole purpose of getting free publicity, and that the Exposition itself was created for little less. I drew my salary for getting free publicity, and I made no bones about it. For two years we had been sending stuff to the papers of America, and they paid tribute to its excellence by making generous use of it, so they should have realized that securing free publicity was our chief aim.

My theory of this whole business is that your newspaper is your asset. Build up a fine newspaper—a free and independent one, get a first-class editor, and let him have supreme command of the news columns of your paper. Let him be the judge of whether or not a press agent's story is fit for publication in his paper. Get a trained man and let him do the work for which he is trained. He will build up for you a paper that will get all the advertising it can carry. At present the idea that the advertising columns are the asset is too universal. The day of the powerful newspaper and great editors with a personal following is past, because the business office now dominates the newspapers. The newspaper pretends to be a leader in public opinion: it presumes to give advice and makes claims to dignity on the basis of the wisdom it displays in its editorials. Yet the big man on that paper, in 90 cases out of 100 to-day, is the business manager and not the editor.

We will let it go at that. I am hot, and I am going to the ball game.

The Farmer

Outdistances All
Competitors in
the Weekly Field

=140,000=
*Circulation Guar-
anteed after Sep-
tember 1st, 1910.*



has always been a leader in its field. For years it has had the largest circulation, greatest prestige and strongest advertising patronage of all Northwestern farm papers. Last January it became

a weekly and the change met the immediate approval of Northwestern farmers. The circulation began the most rapid growth ever shown by a Western farm paper and this growth has continued until The Farmer is now the largest farm weekly in the world and will guarantee a minimum circulation of 140,000 for all issues after September 1, 1910.

New Schedule of Rates

The following rates become effective with the first issue in September:

On less than 1,000 lines, per agate line.....	\$0.60
1,000 lines to 2,000 lines in one year.....	.55
2,000 lines, or more, in one year.....	.50

No advertisement accepted for less than three lines.

(Complete, detailed rate card sent upon request.)

Space Reservation Opportunities

To avoid interference with schedules already arranged and to give an equal opportunity to all advertisers, we will accept definite contracts for one year at present rates. These contracts must be in our hands before August 20, 1910. The advertiser must use at least 14 lines on his contract not later than the issue of August 27, 1910.

**A Contract on this Basis Gives You a Minimum of 140,000
a Year at the Price of \$15,000**

Few farm papers of known value have ever been able to offer such an inducement to advertisers. You should not fail to take advantage of this opportunity. The Farmer has paid advertisers well and the chance to get 25,000 extra paid circulation for one year without additional cost will surely appeal to you.

The Farmer's subscribers are the progressive live stock breeders and agriculturists of the Northwest. They are the big men of a big and growing territory.

If you have used The Farmer you know that it pays advertisers. If you have not used it, you can't afford to wait longer.

Last forms for the August 27th issue close August 20th.

THE FARMER

Webb Publishing Co., Publishers, St. Paul, Minn.

Chicago Office,
Geo. W. Herbert, Manager,
1746 First Nat'l. Bank Bldg.

New York Office,
W. C. Richardson, Inc., Manager,
41 Park Row.

Member Standard Farm Paper Association

You Can Reach 100,000 Buyers Five Times Without Cost

By Using **THE FARMER'S WIFE** Till January

A WOMAN'S FARM JOURNAL

We will guarantee 250,000 circulation beginning with the October issue. The August and September issues will be at practically the same figure. The following rates become effective with the October issue, except where contracts are entered as specified below:

Rate per agate line, flat.....	\$ 1.00
Quarter page (196 lines at 90c.).....	176.40
Half page (392 lines at 80c.).....	313.60
One page (784 lines at 63½c.).....	500.00

Based on 250,000 Paid Circulation

If you enter your order Now and start your copy in August or September, you can use every issue to and including December, at the present rate of 60c per agate line, \$101.25 for quarter pages, \$187.50 for half pages, or \$300.00 for pages. This rate was based upon 150,000 circulation. You get the extra 100,000 ABSOLUTELY FREE.

It is all paid circulation. The subscribers are Farm Women, most of them on Mississippi Valley Farms. They buy the household supplies for the Most Prosperous People in the Most Prosperous Section of America.

You're a good space buyer? Then you want this 100,000 a month free. At our present rate The Farmer's Wife has paid advertisers on the basis of 150,000 circulation. You can get the same circulation and 100,000 more without increase in rates, if you order your space now.

August forms close July 25th.

THE FARMER'S WIFE

A WOMAN'S FARM JOURNAL

WEBB PUBLISHING COMPANY, Publishers

ST. PAUL, MINN.

Geo. W. Herbert, Western Mgr.
1786 First Nat. Bank Bldg.
Chicago.

W. C. Richardson, Inc., Eastern Mgr.
41 Park Row,
New York.



"MORE ORDERS THAN I COULD FILL."

Comparatively few advertisers know just which mediums pay and which do not; but certain wise ones, like the writer of the letter below, have discovered which medium it is that does the work, and they stick to that one.

WILMER ATKINSON CO.

Gents:—The advertising record book came to hand. Accept thanks. I think it is very fine. But I need no such record, as I advertised in no other paper than the FARM JOURNAL for the last three years, and this year I had more orders for eggs than I could fill promptly.

You can expect to get my ad again next season.

Yours truly,

A. A. GROFF.

Mr. Groff refers to our "Advertisers' Record Book," which we send free to advertisers who want to know which mediums pay.

Have you a copy?

Forms for September close August 5th. \$3.50 per line for over 750,000.

WILMER ATKINSON COMPANY
PUBLISHERS
PHILADELPHIA

INTERESTING THE SLAP-DASH HASTY NEWS-PAPER READER.

WHO ONLY READS CERTAIN PAGES—
HOW WOOD, HARMON & CO. MADE
CERTAIN OF CATCHING HIS EYE—
“SIDE-SHOW” ADS EVERY TWO
PAGES, LEADING UP AND BACK TO
A BIG “SPREAD.”

The “grasshopper reader”—who is he, and what about him?

He's a queer sort of chap, an odd development of modern-day American haphazardness. He's a newspaper reader. Buys about every edition that is put on the streets, for he has to keep abreast of events while they're in the making—baseball and pugilistic events especially.

He has his favorite way of reading his newspaper—that's why he is called “a grasshopper.” He grasps it firmly in both hands. First he scans the vivid front page, giving attention to the supposedly latest news in the red ink and the big scare-heads. Then he reverses the newspaper, just like “the professor” in the window of a “brown-the-wheat” restaurant would a pancake, and hurriedly gleans the so-called editorial page, with its daily cartoon and heart-throb articles. And, finally, he turns to the sporting pages, “the dope section,” as he would call them, and for the first time really settles down for real reading of any consequence.

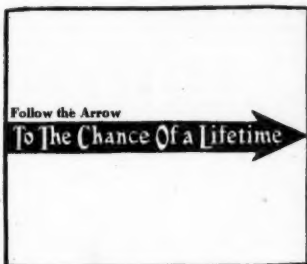
But where does the advertiser come in? He's not allowed on the front page or the editorial page, and the sporting pages won't hold everybody.

That is the question which William S. Constant, the advertising manager for Wood, Harmon & Co., New York, recently asked himself. With an unusual real estate proposition coming along, he wanted to do such advertising as would surely catch the eye of every possibility. He didn't want any reader of a newspaper in which he would advertise to throw his copy into a “D. S. C.” can without ever inevitably com-

ing face to face with the Wood-Harmon advertising.

The “side-show” ad is really as old as the hills. “See Tom Jones' Big Ad on Page 'Steen” is the sort of thing which we have been seeing from time to time since childhood. If the gag hasn't lately been worked on us too often, we may turn to “page 'steen,” for such is human curiosity; but then again we may not.

The same sort of thing has been tried even in the magazines. A manufacturer of office equipment recently contracted for something like fifteen upper left “quarters” on succeeding left pages, which were used to great effect. The first “quarter” showed a salesman



THERE'S MORE COMING—

explaining the uses of the first sectionette of a complete office cabinet. Succeeding “quarters” explained, in word and illustration, the uses of succeeding sectionettes, as they were added.

Mr. Constant's plan of attack upon Mr. Grasshopper, the newspaper reader, who has come to be such a problem of late, because of the innumerable departments in the dailies which are of special interest to special readers and are rarely all read by any one reader, was somewhat unusual. For that reason his methods are of general interest.

A specially attractive offer of real estate was to be made at North Rugby, a section of Brooklyn. The fact that a subway past the property was “in the air” inspired the argument that the lot-prices would some day boom exceedingly. A double page ad, con-

taining a coupon and bringing out the subway matter as strongly as possible, was drawn up, giving a diagram of the route and quoting news articles from the papers. It was run in the *Evening World* and the *Evening Journal*, which were thought to have, perhaps, more "grasshopper readers" than any other newspapers, but are exceedingly efficient advertising mediums for all that.

Then—and right here came Mr. Constant's masterpiece of strategy—a sort of Wrigley and Coca Cola arrow was prepared, bearing this inscription: "To the Chance of a Lifetime—Follow the Arrow." Relatively small spaces were obtained every two pages in

were the only days which had transpired at the time of writing, Wood-Harmon & Co. did a larger business than on any other two days in its history, with but one exception.

THE AUTOS VS. THE FLYERS.

AMERICAN MOTOR CAR CO.
INDIANAPOLIS, IND., June 26, 1910.
Editor of PRINTERS' INK:

In an article entitled the "Advertising Future of the Automobile Industry" in your issue of June 23d, the writer takes the view that the aeroplane bids fair to be the means of abolishing auto racing. It seems to me that this view is very narrow, inasmuch as the aeroplane is by no means a certainty either in commercial or scientific progress.

While many authorities are predicting that auto racing will be discarded in favor of aviation contests, that is scarcely believable. How many people desire to own an aeroplane? Engine trouble, a warped wing, broken wires and other troubles mean instant death to the aviator. Will the public be interested in such creations as a sporting contest?

Aviation contests are monotonous. After watching one of the great man birds soar high above the ground, the spectator has witnessed the whole show, and loses interest.

This last statement was proven conclusively by the attending crowds at the recent Indianapolis aviation meet. It is doubtful if any of the spectators came out to witness the flights more than one day, and the vast stands which are crowded at the auto races were almost deserted every day of the six days' flying exhibitions.

The aeroplane is, at best, only an experimental toy. It cannot be utilized in the commercial world, and is extremely uncertain as an exhibition feature.

The automobile, however, is utilized for almost every line of human activity, and means something to the world of progress. Auto racing will flourish. Stock cars will continue to be popular with the public in the auto racing world. It has some practical and educational features in a mechanical way which interest the public, and will remain popular, while the success of the aeroplane is extremely uncertain.

ROY BUCKLEY,
Publicity Manager.

A "Manufacturers' Poster Contest" has been started in the care of the *International Studio*, in which three prizes of \$200, \$100 and \$50 are offered for the best three advertising posters in colors. Entries must be in by July 1st.

The image shows a complex advertisement for "NORTH RUGBY". At the top, it says "The Chance of a Lifetime A Lot on a Subway for \$690". Below this is a diagram of the "EASTERN PARKWAY SUBWAY" with various stations and lines. The central part of the ad is dominated by the words "NORTH RUGBY" in large, bold letters. To the left of this, there is a section titled "A FIVE DAY SALE" and another titled "LOTS 1000-2000". To the right, there is a grid of small squares, possibly representing a game board or a schedule. At the bottom, there is a small box with the text "Wood, Burrows & Co." and some other details. The entire ad is framed by a decorative border.

—AND HERE IT IS!

every part of the newspapers in which to run these arrows. In the case of the *Evening Journal* such an arrow was even run on the first page, the first time, it is said, that a display ad has ever run there, and, possibly, the last. A technical exception was made by the business office on the basis that the arrow was not a display ad in itself, but simply a director to a display ad. The rule was to run larger arrows as one got nearer the big advertisement.

The same plan was used in the four Brooklyn evening papers with some modifications. Instead of a double spread for the main ad, a single page was used. But the arrows were everywhere, ten or twelve of them to the paper.

As evidence of the effect of the advertising, Mr. Constant states that on the first two days of the sale mentioned in the text, which

SOME FACTS WORTH KNOWING ABOUT WASHINGTON, D. C.

The circulation of The Star, both daily and Sunday, is greater by many thousands than that of the other Washington newspapers.

The circulation supremacy of The Star is undisputed.

The net circulation of The Evening Star is over 50,000 (maybe a little less in the coming dull days), a gain of about 15,000 over that of the corresponding period of a year ago.

This net circulation is all in one edition—no forenoon editions nor night editions—no duplication of circulation.

For many years The Star has enjoyed an unquestioned advertising supremacy in Washington—other papers have competed for second place only.

Surprising as it may seem, The Star prints more display advertising, month by month, than any New York or Chicago newspaper.

And there's a reason.

The Star covers Washington from an advertiser's viewpoint as no other city is covered by a single newspaper.

In Washington about everyone who reads at all reads The Star.

THE EVENING STAR

(Daily and Sunday Morning)

WASHINGTON, D. C.

New York Representative
DAN A. CARROLL
Tribune Building

Chicago Representative
W. Y. PERRY
First Nat'l Bank Bldg.

HOW TO CHOOSE A TRADE PAPER LIST.

ONE MAN'S PRACTICAL METHOD—
HOW ONE SCHEME WORKED OUT—
THE PUBLISHERS' RESPONSE—IN-
FORMATION TO BE OBTAINED—
JUDGING THE VALUE OF CIRCULA-
TION.

By L. F. Hamilton.

Advertising Manager, National Tube Company, Pittsburg.

There are undoubtedly as many methods of choosing the papers in which to advertise as there are advertising managers. In a majority of cases it is probable that the selection of a medium in the trade paper field is the result of a smooth talking, diplomatic, facts-at-his-finger's-ends solicitor.

The medium may or may not be the best one to use, but very frequently the solicitor is able to persuade the prospective advertiser that it is. Nor by the above is any reflection intended on trade paper solicitors, because, as a whole, they are a clean-cut, hard-working and honest set of men. They see their own proposition very big, however, and their competitors' very small.

In too many cases, trade paper space is bought by the treasurer, or the president, or the superintendent—some person who is busy with his regular duties and is almost wholly dependent on the solicitor's statement as to the value of the space. The very nature, however, of technical advertising is such that the actual value of publicity in each medium is difficult to determine.

Possibly this statement should be qualified a little. Suppose a concern is advertising in one hundred mediums, and the business, as a whole, is increasing, and it is frankly admitted that the publicity is an undoubted factor. Then assume that with each of three out of the hundred papers, one thousand dollars a year is spent. By no method which the writer has ever found effective has an advertiser been able to state that in paper No. 1 he spent \$1,000 per year, and the profits were \$1,056.26; in paper No. 2

he spent \$1,000 per year, and the profits amounted to \$2,862.74, and in paper No. 3 he spent \$1,000 and the profits (?) amounted to \$684.14—a losing investment in the latter case.

The above definite statement of account would certainly be a "consummation devoutly to be wished," provided it was possible in general technical advertising (no reference is here made to mail-order advertising).

Neither is very much confidence placed in the "inquiry" basis, except possibly as a test of the comparative "pulling" powers, and even then the matter is more or less confusing by reason of the different class of readers.

Naturally, however, some basis for the selection of mediums is desired by every advertising manager, and one method which has been used and found to be fairly successful is outlined below.

It is the custom to place advertising but once a year—not haphazard, or whenever a particularly able solicitor comes in after the advertising manager has enjoyed a good dinner. About November 1st a newspaper directory is consulted, in which is shown the technical periodicals in the various fields in which it is desired to advertise. Files of technical mediums are selected in libraries, and from the above sources the list is made up, and the following letter is sent to the various mediums:

IN RE: ADVERTISING.

It is our custom to place advertising contracts once a year.

Before placing such contracts, we secure statements from various publishers relative to their mediums and, after thorough comparison, make up our advertising accordingly.

In order to receive requisite information necessary for an intelligent comparison, we use the attached form.

If you are interested, we would suggest that this form be filled out and returned to us not later than December 1st. If your periodical possesses any special advantages, these should be explained in an accompanying letter.

Unless there are unusual circumstances, we would request that you do not send advertising solicitors to us. We prefer to make up our advertising contracts based on the facts submitted in writing and in the Circulation Statements returned to us.

It is, of course, understood, that if you fill in and return the attached

A "Boosters' Club" of 55,000 Women

(AND GROWING EVERY DAY)

How much would that be worth to your business? Impossible to estimate its value in dollars and cents.

Yet we claim that is what your advertisement in **The Woman's National Daily** gives you, and we have a right to make the claim—we have proved it to hundreds of advertisers.

You can prove it yourself—there's no guesswork about it. How?

We have

325,000 Yearly Subscribers

to

The Woman's National Daily

That's an uncommonly big figure, too, but we're not going to take time to talk about that now. That's another story. Out of that 325,000, there are over 55,000 women (American Woman's League Members) who are stockholders in **The Woman's National Daily**.

They know that the value of their stock depends on the prosperity of the paper. They know the prosperity of the paper is largely controlled by its advertising pages. They know it is to their advantage to promote the business of our advertisers just as they are loyally supporting every other department of the paper.

Now—with 55,000 women boosting for you all over the country—with a

Home Circulation of 325,000

(or more) year in and year out—how does our proposition look to you?

And this is only the roughest outline of a plan which **definitely insures organized co-operation.**

Write for details—you'll find them interesting—profitable on the dollar-and-cents side.

The Woman's National Daily

CAL. J. McCARTHY, Advertising Manager

University City, St. Louis, Mo.

Chicago Office: 1700 First Natl. Bank Bldg.

New York Office: 1702 Flat Iron Bldg.

memorandum, no obligation on our part is involved. We will probably receive statements from a large number of mediums for comparison, and we will place advertising with the mediums which, in our judgment, are most advantageous for our purpose.

But the real pith of the method rests on the statement, copy of which is shown on this page. The form is very similar to the one used by the Technical Publicity Association, to whom the writer was indebted for the idea.

CIRCULATION STATEMENT ADVERTISING AND SPECIALTY DEPARTMENT

1. Name of Publication _____

2. Number of regular issues per year _____

3. Number special issues per year _____

4. Total _____

5. Average number of copies of each issue sent to regular subscribers (not over one month in arrears) during _____ No. Issues _____

6. Average number of copies of each issue sent to regular subscribers (more than one month in arrears) during _____ No. Issues _____

7. Average number of copies of each issue sent to advertisers during _____ No. Issues _____

8. Average number of copies sent to exchange and correspondents during _____ No. Issues _____

9. Average number of copies of each issue sold to News Dealers during _____ No. Issues _____

10. Are copies sold to News Dealers retailed? _____ No. Issues _____

11. Total _____ (a) No. Issues _____

12. What is the number of paid subscribers in the following states and countries:

Alabama _____	Illinois _____	Iowa _____	Massachusetts _____	Minnesota _____	Missouri _____	Montana _____	Nebraska _____	Nevada _____	New Hampshire _____	New Jersey _____	New Mexico _____	New York _____	North Carolina _____	Ohio _____	Oklahoma _____	Oregon _____	Pennsylvania _____	Rhode Island _____	South Carolina _____	South Dakota _____	Tennessee _____	Texas _____	Vermont _____	Virginia _____	Washington _____	West Virginia _____	Wisconsin _____	Wyoming _____	TOTAL, U. S. & _____										
Canada _____	Cuba _____	France _____	Germany _____	Greece _____	Haiti _____	Honduras _____	Italy _____	Japan _____	Laos _____	Lebanon _____	Libya _____	Lithuania _____	Luxembourg _____	Madagascar _____	Malta _____	Mexico _____	Moldavia _____	Morocco _____	Nicaragua _____	Norway _____	Paraguay _____	Peru _____	Poland _____	Portugal _____	Romania _____	Russia _____	Serbia _____	Siam _____	Slovakia _____	Slovenia _____	Spain _____	Sweden _____	Switzerland _____	Thailand _____	Turkey _____	Ukraine _____	United States _____	Uruguay _____	Venezuela _____

13. Average circulation of each issue during period on file: _____ No. Issues _____

14. Rate per page for each issue per year _____

15. Average cost per page per thousand of circulation _____

16. What was average circulation of each issue in year ending _____ No. Issues _____

17. Was average circulation of each issue in year ending _____ No. Issues _____

18. What is subscription price per year? _____

19. What lines of trade do your subscription lists cover? _____

20. Approximately what per cent. of the total possible number in this field do you now reach? _____

21. Have you a printed card of advertising rates? If so, please send one with this statement: _____

22. Name of Publisher _____ Address _____

23. I hereby declare the above to be a true statement. _____

24. Date _____

25. Signature of Publisher/Manager _____

And right at this point the writer can anticipate some publisher, who may be reading this, exclaiming: "What rot!" "Absurd!" etc., etc.

It is a standing joke with the trade paper solicitor that every non-advertiser when approached always comes back in this way: "Yes, I believe in advertising; it certainly is a wonderful force, but then, you see, my proposition is *different*. If I were making a product like 'Ivory' Soap or 'Uneda' Biscuit I would advertise, but as it is my product is so

different that I do not believe it is adaptable to advertising."

When sending this form out to publishers, it was found very shortly that the shoe was on the other foot. Publishers would return the form with the statement that they believed the idea was a very good one, but in their particular case the proposition was "*different*"—being complicated by the fact that it was totally impossible to show in a mere circulation

statement the real, actual, true, practical (and several other adjectives) value of their particular medium as an advertising exposure.

As though they were expected to!

The advertising value of any medium is certainly dependent on many circumstances, but *circulation is the backbone—the foundation of the value of every advertising medium.*

This does not mean that the paper with the greatest circulation is the most valuable in any particular field. It does mean, however, that unless any paper reaches the maximum of readers desired in any particular field, it cannot in the nature of things be the *most* valuable.

There are various other features which have a bearing on the value of space in a trade paper in any particular field. For example: Vitality of circulation, comparative subscription price, reading quality.

In conclusion, one statement should be made, *i. e.*, nothing in the above should be considered as indicating a belief that the mere receipt of a circulation statement places in the hands of an advertising manager any and all information about a medium. It does, however, furnish a *similar basis on which to compare different mediums.*

WE WANT

the best Out-door
Advertising Man in
America to Manage
Our Out-door De-
partment. He must
be thoroughly famil-
iar with the Billpost-
ing business and
know how to buy
Paper and Paint.

Address: Lord &
Thomas, Chicago
Office, Trude Bldg.

Why the "People's" Newspaper Leads All Its Contemporaries

Month by month the Chicago Examiner has told its readers, in statistical form, the story of its distancing of all competitors in both circulation and advertising.

There is nothing more eloquent than the figures that tell of the swift rise of Chicago's youngest morning daily newspaper which now SELLS in the City of Chicago and environs more copies than all its combined morning competitors.

When the Chicago Examiner undertook to give readers a complete morning newspaper for one cent, it entered a field considered pre-empted by two-cent morning publications. If the latter had really covered the field that they tried to hold against newcomers, The Examiner's task might have been more difficult.

But the people of Chicago were clamoring for a NEWSPAPER, as differentiated from an organ of class or special interests.

One-cent morning journalism could not succeed in Chicago, or elsewhere, unless it had the people's backing. That is why the Examiner, from humble beginnings, has, within a very few years, attained a standard of success that some of its morning con-

temporaries have struggled in vain to obtain for more than a generation.

In one sense, it is not price but quality, that deter-

eral power. The cheap paper can never win its way to the top, simply because it is cheap. It is quality that counts in the end. This fact is proved by the losing fight of two-cent newspapers that try, in the mere size of their output, to compete with the smaller but better one-cent newspaper.

The Examiner has proved, by its advertising record, that business men will support the medium of publicity that reaches the largest number of prospective customers; it has proved by its circulation record, that the people will buy a newspaper for its worth, and only incidentally because it is cheapest.

The Examiner has lifted one-cent journalism from the experimental domain. It has proved that, in an era of rising prices, it is still possible to keep quality up to the highest standard, while circulating its output at the lowest possible subscription rates.

The Examiner has proved that the people want the accurate news of the day in concise, readable form. Its unexampled facilities for world-gathering of news, its special leased wires, its special corps of world correspondents, besides its membership in the ordinary news associations, place the Examiner in a class by itself in the Chicago field. And its own staff has the ability to edit the news in the interest of busy readers.

The Examiner has proved that a one-cent morning newspaper can not only lead all its competitors, in point of news service, but can maintain a unique and commanding position of editorial strength. It has proved that the world's best writers, in all the fields of science, education, art, politics and sociology are glad to find in one-cent journalism their best medium of expression. In its edi-

field. And its own staff has the ability to edit the news in the interest of busy readers.

The Examiner has proved that a one-cent morning newspaper can not only lead all its competitors in the field of news service, but can maintain a unique and commanding position of editorial strength. It has proved that the world's best writers, in all the fields of science, education, art, politics and sociology are glad to find in one-cent journalism their best medium of expression. In its editorial features, the Examiner has no newspaper competitors, and only a few real competitors in the magazine class.

The Examiner has proved that the people want a newspaper that reflects THEIR OWN sentiments, their own ideals in politics and government, their own hatred of shams, greed and graft, their own desires for equality of opportunity and curbing of the money power, their own aspirations for exact justice to rich and poor, their own anxiety to preserve the purity of courts, their own determination that honest legislation shall supplant the corrupt methods of special privilege beneficiaries.

If it is true that "imitation is the sincerest flattery," one of the Chicago Examiner's greatest accomplishments has been the grudging testimony of its competitors to the power of its methods. This is shown by their futile struggles to appropriate as their own the new and progressive ideas in morning journalism constantly supplied by the Examiner. They borrow liberally, but always at a safe distance in the rear.

The Chicago Examiner is not through fighting the people's battles. It has only begun. With a constantly widening constituency, its power is increasing. Its support comes from the people who believe in Chicago. It is hated and feared by those who would lay tribute upon the people of Chicago for the aggrandizement of private interests.

The attempt to build up newspaper properties in any other way than this—service to the people—will, and ought to, result in failure. A newspaper annex to private commercial interests cannot stem the tide long.

But a "people's" newspaper has the expanding elements of success in the people's trust and patronage.

Reproduced from the Chicago Examiner of June 27, 1910.

in Chicago, or elsewhere, unless it had the people's backing. That is why the Examiner, from humble beginnings, has, within a very few years, attained a standard of success that some of its morning contemporaries have struggled in vain to obtain for more than a generation.

In one sense, it is not price but quality, that determines a newspaper's circulation record, and its general

FOLLOWING IS A SWORN STATEMENT OF THE EXAMINER'S

Circulation in the City of Chicago

and immediate environs only, exclusive of country circulation, June 1st to June 26th, inclusive.

DAILY SUNDAY	DAILY SUNDAY
1—166,414	14—168,348
2—190,090	15—169,594
3—164,477	16—170,114
4—166,937	17—168,807
5—Sunday 275,658	18—168,826
6—167,170	19—Sunday 276,836
7—166,649	20—169,160
8—166,630	21—170,156
9—167,918	22—171,178
10—167,287	23—171,227
11—171,995	24—170,749
12—Sunday 282,537	25—171,091
13—167,458	26—Sunday 277,074

Average Daily City Circulation, June 1 to 26 inclusive, 169,658
Average Sunday City Circulation, June 1 to 26 inclusive, 278,027

W. S. MacDonald, being duly sworn, deposes and says that he is the circulation manager of the Chicago Examiner and that the above figures are true, and that the city circulation of the Daily and Sunday Examiner, as stated, is net paid.

W. S. MacDonald,
Subscribed and sworn to before
me this 30th day of June, 1910.

E. J. BANGS, Notary.
Average Total Daily Circulation 191,208
Average Total Sunday Circulation 694,607

THE DEVELOPMENT OF A HOUSE-ORGAN CATA- LOGUE.

PARK & TILFORD, NEW YORK, EXPERIMENT WITH IT AND FIND IT A MOST VALUABLE HELP—ADVERTISERS ADMITTED—COLOR PLATES.

There is a growing use of house-organs by retail establishments. Department stores are making house-organs which serve to reach mail-order clients, and large grocery houses are issuing house-organs which are a combination of the catalogue and the magazine.

One of these is the Park & Tilford "Quarterly," of slightly over 100 pages, containing a classified price list, a number of advertisements of food specialists, and several full pages in colors.

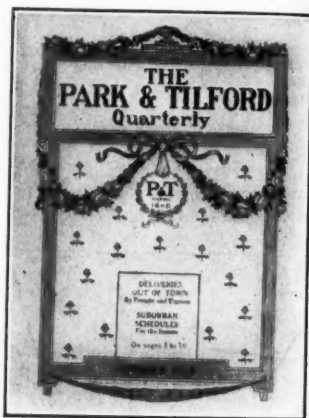
Even the heads of the Park & Tilford business were inclined to look sidewise at the proposition to issue the quarterly. They were proud of the conservative means employed to build the business since its foundation in 1840. They were fearful that their trade would resent a periodical house-organ as being mail-orderish and therefore cheap.

Mr. Haddock, of Park & Tilford, readily recognized the peculiarity of his problem when he set about compiling the first issue in 1906. He knew well enough that thousands of the most desirable customers had enshrined the firm in a little commercial world of its own, with methods and goods and policies quite unlike those of other businesses. How to create a catalogue or house-organ which would not only not injure this feeling but which would even foster it, was evidently going to call for considerable delicacy in treatment and skill in presentation. Mr. Haddock saw the necessity of having his house-organ grow gradually to the desired proportions.

It was literally true that Park & Tilford held their breaths after the first issue of the *Quarterly* was put in the mails and sent to 60,000 names. But there was no

outcry. None of their choice customers pointed the finger of scorn at them, nor even wrote missives suffused with regret and scented perfumes. Indeed, Mr. Haddock, who fathered the house-organ idea, felt like throwing up his hat when real orders came from some of New York's very best families for goods listed in the pages.

The first issue was a modest enough expression; finical must anyone have been to consider it distractingly enterprising. Besides a list of foods, cigars and household articles, with prices plainly stated, there were two or three articles of a nature designed



ART FOR THE HOUSE ORGAN.

to interest the housewife in the furnishings of the house or in the improvement of the table. Park & Tilford's name did not appear in these.

The second issue of the *Quarterly* was put out with less apprehensive tension. In accordance with the plan for a gradual development, two or three photographs of the interior of Park & Tilford's stores were printed. Even then there was no protest arising from customers.

In this way, issue by issue, the *Quarterly* was expanded to larger proportions. The personal Park & Tilford note was introduced

At the end of the first year colored plates showing an appetite provoking collection of fruits or candies crept in, and Park & Tilford kept themselves less screened from a reading public supposed to resent self-advertising of this intimate sort.

There was one step which Mr. Haddock took with considerable trepidation. How could he say a good word for the whiskies and the wines that had to be sold? Women were the chief readers of the *Quarterly* and the chief buyers from it. Would a mention of even good liquors find an unfavorable reception? The first mention was buried in the back of the first section. Bit by bit the goods were brought out into the open, until now bottles of high grade Scotch whiskies are appearing in colors in the front of the book.

It was inevitable that advertising of other firms should seek entrance to this catalogue which was sent four times a year to a total of 250,000 selected names. It rapped for admission and was admitted, after scrutiny. Such advertisers were free to come or go, and no harm done. Their relations to the Park & Tilford organ were exactly those of any advertiser and a magazine. The copy of this advertising, often the same as that going into the general magazines, was run here and there alongside household articles and through the classified price list. These advertisements

were the only illustrations appearing in the price list, with the exception of some trade-marks. The desirability of the *Quarterly* as a medium was established beyond doubt when a certain advertising agency asked to have assigned it six pages in each issue, which it would fill with general advertising. It was not thought wise to do this, however.

The *Quarterly*, as a salesman, was backed up by a careful delivery system. Each of the stores was assigned to deliver goods ordered from its section of the city and the neighboring suburban community. Nor did the system fail when a family took a catalogue along to the seashore or the mountains. If the order amounted to over \$5 the package was delivered by express or by freight free. It is the working out of a prompt and efficient delivery which has made it possible for the *Quarterly* to sell so many goods as it has.

It is the greatest feat of this house-organ that it has converted even those members of the firm who opposed it in the first place. Though this well-known supply house has, through the *Quarterly*, been doing a brisk mail-order business, there is no fear now at 917 Broadway that Park & Tilford prestige is in jeopardy.

For the purpose of advertising and boosting the city of Butte, a special train, consisting of eleven coaches, recently left that city for a four days' trip around the surrounding territory.

ONE SELLING CIRCULAR LETTER

we framed up for a real estate agent gave him a comfortable living for seven years—just that one letter.

It was built on a selling plan that we evolved.

One subscription letter we framed for a publisher got him subscriptions for four years at a net profit of 50%—an almost unparalleled feat in the subscription world as every experienced publisher knows.

We evolved the plan that sold the subscriptions.

Can we study your business with view to the same end?

The Business Development Company of America

"Writers of Letters that Pull"

Established 1901

119 NASSAU STREET : NEW YORK CITY

In Advertising Get a Master's Aid

Fortune or failure—as proved ten thousand times—depends largely on your salesmen-in-print.

Last summer the head of a year-old concern presented this problem to us:

"We have a line which cannot succeed without advertising. But we have tried it a year and we have not, as yet, found a way to make publicity pay.

"The prospects to us seem unbounded, and we are the only concern in our field. Now we want to ask you if our whole idea is fallacious, or have we simply been wrong in our methods?"

We sent a man on the road to cover a state and measure up trade conditions. We sent other men out to interview women and to learn if they wanted the article. In two weeks we were able to give the concern this reply:

"Your idea is a winner—one of the greatest advertising prospects which has come to our notice this year. But your methods are wrong. You have approached your

customers—both dealers and users—along mistaken lines."

And we had the facts to convince them.

They let us go ahead with a few thousand dollars. Within a month our Merchandising Department had secured for them dealers in 3,500 towns. We were ready then for the magazine advertising.

Within two months after the advertising started the concern was hopelessly swamped with its orders. We have multiplied the business about 150 times over.

Now, as a result of these efforts, this concern's dreams have come true. They have a proved success, the proper lines have been demonstrated, and the future looks immensely inviting.

Our Methods

The methods we used there are our invariable

methods. We often send a man out to talk with the trade—sometimes in fifty towns.

We never attempt to sell consumers through print until we feel we know how to sell them in person.

We act on no theories, guess at no prospects, assume no conditions. We ferret out the actual facts. When we go to the millions to sell them in print, we know what they want and we know competition.

Then we always go slow. We never advise an appeal to the millions until we have tried out our plan with the thousands. Thus one *knows* he is right before assuming large risks.

It isn't sheer ability that has made Lord & Thomas the largest advertising concern in existence. Not our copy staff alone—not our masters of advertising.

One great reason lies in our marvelous thoroughness. We spend money and time to get full information.

Then we keep men on the road going from town to town

to learn the effects of our advertising—to advise us on ways to improve it.

We maintain a Merchandising Department solely to help get goods rightly distributed and to get dealers on our clients' side.

Yet our commission is the usual agent's commission—the price of the commonplace.

As a result, our margin of profit—in a business which last year increased \$2,347,851—is but little more than two per cent.

Ask Us to Send a Man

If you will measure us up by the work we have done, we will send you a man who knows.

Among our hundreds of clients you will find more advertising successes—and greater successes—than anywhere else in the world. Most of them started from the smallest beginnings. All of them felt their way.

If you want to know how they grew—and how we helped them grow—ask us to tell you the facts.

If you find in those facts any lesson for you, we will then talk your affairs.

LORD & THOMAS

Newspaper, Magazine and Outdoor Advertising

Corner 5th Avenue and 28th Street, . . . NEW YORK
 Corner Wabash Avenue and Randolph Street, CHICAGO
 New England Representative, Globe Building, BOSTON

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS
ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
HUMBOLDT BANK BLDG.
SAN FRANCISCO

ANALYZING A SELLING PROPOSITION.

HOW TO MAKE A START WITH A NEW ARTICLE WHICH MEETS VARIOUS CONDITIONS OF TRADE—PLANNING THE ATTACK—NEWSPAPER ADVERTISING FOR DISTRIBUTION.

By George Frank Lord,

With the J. Walter Thompson Advertising Agency, New York.

A large proportion of advertising campaigns that do not succeed, fail because the fundamental selling plan is incorrect. It is possible for an advertising campaign, if long enough and strong enough, to force the sale of an article against a bad selling plan, but the waste of effort, time and money is large. The common-sense method—the scientific, economic method of planning a campaign requires for its basis, a selling plan or general marketing scheme based on a careful analysis of the article, its natural market, the possibilities of a forced market, and the advertising facilities for developing the market.

All articles to be advertised may be roughly divided into three classes, necessities, utilities and luxuries. For instance, ordinary shoes are necessities, washing machines are utilities, and diamonds are luxuries. Practically every adult is a prospective purchaser of a necessity, hence in a country having 20,000,000 homes it has a possible sale of, at least, 20,000,000, or 100 per cent advertising salability, even though one sale per buyer is the ultimate limit, without repeats, because every reader of any advertising medium is a possible buyer.

SALABILITY OF AN ARTICLE

A utility like a washing machine has limited advertising salability—just how limited is difficult to estimate accurately. Yet the census reports give a fair basis of calculation. The census of 1900 gives the number of families in the United States as 18,890,000, of which about 95 per cent have an income of less than \$3,000 per year. The remaining 5 per cent

are not likely to be buyers of washing machines, hence we may start with the 95 per cent as the maximum possibility.

But we find that about 32 per cent do not have an income exceeding \$400 a year, and hence are too poor to buy a washing machine, unless it is sold at a very low price and at 50 cents a week. Hence, for a washing machine of fairly good quality we find our maximum possibility reduced to 63 per cent. From this percentage we must subtract the percentage of those who already have a satisfactory washing machine, those who cannot be reached without using all the advertising mediums in the country, and those who have all their washing done at a laundry. If it were possible to learn how many machines had been sold by all competitors making a reasonably good machine we would know the relative importance of this item. We could arrive at a conclusion regarding the number having family washings done at a laundry by ascertaining the percentage of population of a representative city so doing, and applying the figure to all the urban population of the country.

It is probably safe to assume that one-third of our 63 per cent maximum are unavailable as prospects, so we are reduced to 42 per cent of the families as possibilities. Hence we may conclude that the advertising sale possibility of a washing machine of fair quality does not exceed 42 per cent of the total number of families, or about 7,500,000. If the washer requires electric power, we are further limited to the number of families having electric current. If it does not require electric current, it probably will not sell to those using electric current. In short, every circumstance bearing on the salability of an utility must be considered in order to decide the maximum sale possibility.

The salability of a luxury is obviously limited by incomes. The maximum sale possibility cannot exceed 5 per cent of the families of the country, or 900,000. Hav-

ing determined roughly the salability of an article of the class under consideration, we must next consider the extent and nature of competition in this line, how this article compares with similar articles in quality and price, profit to dealer, if it is sold through stores, extent of distribution among dealers already secured, its reputation, if any, as compared with others; any great or small points of superiority or inferiority, whether or not demonstrations are necessary, and, if so, how good a demonstration the average dealer will give. All these are conditions inherent with the article or proposition itself, and which will either help or hinder the advertising.

THE PLAN OF ATTACK

He would be a poor general who would start out to conquer a country without considering the most efficient disposition of his forces. Washington had to beat the whole British Army with a few thousand half-starved farmers. Foreseeing that a "national" or universal attack was impossible, he adopted a consistent policy of concentrated attacks. Man for man his farmers were better than their military opponents. Hence where he could attack equal numbers the advantage lay with him. Very obvious and simple, isn't it?

Yet a majority of new advertisers, lacking distribution, lacking capital, lacking experience, marshal a bird-shot appropriation of a few thousand dollars against an army of 18,000,000 homes, then mourn dismally when they are obliged to haul down their flag.

This does not mean that a large appropriation is necessary for success in advertising. Most advertising campaigns are started on small appropriations, and their chances of success are greater than Washington's were if common sense and skill are used.

Concentration should be the watchword of the advertiser with a moderate appropriation, except in the following cases:

1. When the article can be sold by mail profitably.

2. When the article is a luxury salable to a few, but with a large profit per sale. In some cases, such an article can be advertised successfully through a concentrated campaign in New York, Boston, Philadelphia or other large centers where many people of wealth can be reached conveniently and economically.

3. When an article already has a fair distribution, and a normal steady demand which the advertising is expected to stimulate.

No matter how large the appropriation for advertising a new article to be sold through the trade, simultaneous concentrated newspaper campaigns in large centers should precede a national magazine campaign.

If the article is a common necessity with a 100 per cent salability the advertising should be confined to newspapers, billboards, etc., continuously.

Concentrated newspaper campaigns for small advertisers are not against the ultimate interests of magazine publishers, but decidedly in their interests. Once distribution in leading trade centers has been obtained, the average article can be most economically advertised in magazines. Once such an article enters the magazine field, it stays, because it rests on a proper basis of distribution.

The Cleveland Ad Club enjoyed an address by Postmaster R. G. Floyd at its Wednesday noon dinner, June 22d. Mr. Floyd took up the question of the necessity for reform in the handling of mails by large advertisers, emphasizing the manner in which the average business man can greatly facilitate the delivery of mail. The Cleveland Club proposes to launch a country-wide agitation in favor of the handling of advertising mail matter.

C. G. Harris, the well-known inventor of the Harris automatic printing press, died at Niles, O., June 24th, of typhoid. Mr. Harris was in his forty-third year.

A movement is on foot to advertise Selma, Ala., and \$10,000 towards an advertising fund has already been raised. The advertising will be done by the Chamber of Commerce.

75,000 Home Builders **and Home Improvers**

Beautiful Homes has 75,000 home builders and home improvers for you. These are not carpenters—not contractors. They are home building or home improving families. They buy for their homes.

They buy everything to build or remodel a house and then to equip it. The proof of its value is the fact that it is freely used by the great sellers of building material.

There is no guide for the advertiser selling merchandise to go into

the house, equal to the lead of the advertisers who sell the building materials for the house.

The Rate of BEAUTIFUL HOMES is 50c. per line.

Beautiful Homes seriously interests the average magazine reader because its contents never soar above their reach by enlarging on the luxurious palaces of millionaires which few can hope to more than envy.

Beautiful Homes

Its information is sound and practical because it is highly authentic. Its copious illustrations are as instructive as they are artistic in presentation. Everything conceivable from the architect's plans and cost to the upholsterer's last finishing touch is encompassed in **Beautiful Homes**.

From the barn and poultry house—or lawn and garden to the \$1,000 Bungalow or \$15,000 residence, the average home builder and beautifier only is considered. If it is not practical or within the reach of the average magazine reader — you won't find it in **Beautiful Homes**.

The Lewis Publishing Company

Cal. J. McCarthy, Advertising Manager.
University City, St. Louis, Mo.

CHICAGO OFFICE:
1700 First National Bank Bldg.

NEW YORK OFFICE:
1702 Flat Iron Bldg.

Do You Know Why Advertising Fails?

It is just this! Most users of advertising are imitators—only a few are original. But, if they were good imitators, the loss would not be so great.

Someone makes a tremendous success using illustrations—instantly there is a world of illustrated advertisements. Someone conceives the idea of using sales arguments in his copy, and all advertisements show the influence by being packed with 8-point solid, prosy talk. These advertisements do not pull, of course. The trouble lies in the eternal chase of form. "Form in Copy" is the topic of an article in

Judicious Advertising

for July

that explains these fallacies. It is the second of the astounding series by Charles W.

Mears, advertising manager of the Winton Motor Carriage Company. The story this month will be worth thousands of dollars to all who have anything to do with advertising.

The Great Southern Number

This July issue is devoted especially to the new South. It tells of the progress and the opportunities there. Many an advertiser's eyes will be opened when he finds what the awakened South is doing.

Richard H. Edmonds contributes an article on "The Regeneration of the South." Dobbs, of Atlanta, tells of Coca-Cola success and the South's new era. The author of "The Boulder on the Track"—the business detective—makes another sensational report; this time about Southern conditions.

Merchants! Salesmen! Manufacturers!

You can find help here. JUDICIOUS ADVERTISING for July is chock-full of valuable merchandising, advertising, sales information.

"Publicity as a Creative Force," by E. St. Elmo Lewis. "Reaching the Retailer," by C. M. Wessels.

Then there is the best article ever written about Municipal Advertising, by Will L. Finch, of Cincinnati, "Advertising Great Cities."

If you can't get JUDICIOUS ADVERTISING of your newsdealer, send 25c for six months' trial subscription. You should read all the Mears articles and keep abreast of the advertising times.

JUDICIOUS ADVERTISING

67 Wabash Avenue, Chicago

(P. L.)

I enclose 25c in stamps for six months' subscription to your magazine.

Name

Address

City

ADVERTISING AS AN AID TO LABOR UNION METHODS.

BOOT AND SHOE MAKERS' UNION, AT LYNN, MASS., USES BIG SPACE ON FRONT PAGES OF THE LOCAL DAILIES TO GOOD EFFECT—A NEW USE FOR ADVERTISING—THE RESULTS ARE EXCELLENT AND OTHER SIMILAR CAMPAIGNS ARE CONTEMPLATED.

By Jerome DeWolff.

It was with two objects in view that the Boot and Shoe Workers' Union began an advertising campaign in Lynn last fall in the two local papers, the *Item* and the *News*, namely the fostering of a spirit of unrest among the members of the small unions and the creation of a desire on the part of the manufacturers that they might be able to treat with straight-forward unionism, as depicted as being typical of the Boot and Shoe Makers' Union. The idea of the campaign was regularly turned over to an advertising agent, Ernest J. Goulston, of Boston, and copy was prepared by Mr. Goulston after careful study of the situation.

If there is a limit to the applications and uses of good advertising, that limit has, in any event, not nearly been reached. Indeed those who, in one way or another, are able to observe the results of good advertising along many varied channels are of one mind in the opinion that as yet only the surface-possibilities of advertising have been scratched.

The recent article in *PRINTERS' INK* in reference to the advertising of the League for Medical Freedom, which has for the first time attempted to swing federal legislation on the basis of widespread and timely newspaper advertising, gave a suggestion of the future political possibilities of good advertising. Long since the local political aspirants have found advertising to be a strong ally, if not the *strongest* ally, in the race for public favor and votes.

It has remained for the Boot and Shoe Makers' Union to open

up another great field of advertising possibilities. As far as is known, the honor—for honor it is—of first using an advertising campaign for labor union purposes has gone to this union on the basis of publicity recently done in the city of Lynn.

The facts of the case are of some interest. The Boot and Shoe Makers' Union is affiliated with the American Federation of Labor, the great national labor organization. The union's locals are to be found in most of the shoe manufacturing centers of the country of any consequence.

To the People of Lynn!

Your chief industry is threatened. Living cost is ever rising and wages must keep up, but aside from the manufacturers to credit, and the differences between these conflicting interests should be adjusted without killing the wages.

Numerous strikes have caused loss to workers, employers and merchants, and entail further loss by increased orders due to labor strike.

Your manufacturers are uneasy and talk of removal from the city. Your shoe unions are "independent," each a law unto itself, and without restraint.

To compel one man to renege on the American Federation of Labor, 21 men strike, 1000 are made idle and part of the business leaves the city.

Is this profitable to workers, employers, merchants or the city? Is it sane conduct?

Prejudice, hatred and malice are leading your shoe workers into idleness, division, hostility to the other organized trades and means business property by irreconcilable retaliation.

The interests of shoe workers are not to be served by teaching hatred of other unions or of employers.

What hope is there in a future founded upon bitterness and strife?

There should be no division in the ranks of labor, but all should be united and devote their united efforts to the serious problems of human betterment.

It is possible to conserve the interest of the worker without sacrificing the property of the community.

Concessions obtained by force are unequally valuable, but often sow the seeds of future conflict, while peaceful adjustments have secured more lasting benefits and make future adjustments possible.

BOOT AND SHOE WORKERS' UNION,
1246 Summer St., Boston, Mass.

HOT SHOT.

The one big exception is in the case of Lynn. In Lynn labor conditions among the shoe makers are unusual. There are said to be thirteen different shoe unions, most of them of insignificance elsewhere. Because of the complication of organizations, it has been only natural that there should have been lack of harmony within and without the unions and dissatisfaction all around.

The first advertisement run by the union was addressed to the people of Lynn, calling their attention to how Lynn's chief industry was being threatened by

discord among the shoe workers. The Golden Goose was being figuratively killed. There followed a contrast of the methods of the Lynn unions, which were said to be only too ready to strike, continually irritating the manufacturers and tempting them to move their plants to more favorable localities, and of the methods of the Boot and Shoe Makers' Union, which was alleged to be a hearty advocate of arbitration, as applied to labor difficulties.

Succeeding ads were addressed: "To the shoe workers of Lynn." There were twelve pieces of copy in all, the series being plain, hard reasoning in every line.

No attempt was made to establish a local of the Boot and Shoe Makers' Union in Lynn. None was contemplated. The object of the campaign was purely to "sow the seeds" and, in that, it was more than successful. The union had found that the many Lynn unions of specialized shoeworkers had been sending out emissaries in the attempt to establish themselves in other shoe centers, a result which would have been anything except welcome to the Boot and Shoe Makers' Union.

Of the results of the campaign an official of the union has stated: "The advertising cost us about \$500. The value we got out of it cannot easily be reckoned in figures, but I should say it was fifteen or twenty times the expense we were put to. The fact that we had two Lynn shoe manufacturers voluntarily call up our office in Boston and ask if there was not some way in which their workers could be organized as a local of our union, so that the federation label could be affixed to their shoes is significant. We told them that steps could be taken, but it was 'up to' the workers themselves to take the initiative. But the good of the campaign was shown better, perhaps, among the workers, who have experienced a keen feeling of dissatisfaction with existing conditions inasmuch as they are both expensive, because of the multiplicity of organizations and officers, and ineffectual."



William R. Stackhouse, of Utica, N. Y., who deals in stocks and bonds and prepares literature for many promoters, in an article in the June 18th issue of the **BOSTON MARKET REPORTER**, says:

"Right here in Utica we have one of the most remarkable papers published in the country. What it would do with an oil proposition, I don't know. It has pulled tremendously on mining and real estate. It is called **THE**

THE SATURDAY GLOBE

is published weekly, and I have known it to pull from every State in the Union, and to beat the Canadian papers on their own field."

Mr. Stackhouse's connection with concerns that have used the advertising columns of **THE SATURDAY GLOBE** with great profit, and his intimate knowledge of the publication by reason of his residence in its home city, gives his words the weight of an authority.

Are you using **THE GLOBE**?

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

Important to Men's Wear Manufacturers

☞ August 27th is the final closing date for the Men's Wear Special—the issue of September 17th.

☞ All advertisers who wish to take advantage of the special trade campaign features should reserve space immediately, as the closing date for that work is July 10th.

☞ Concentrating in one issue a great volume of this class of advertising, I believe Collier's Men's Wear Number is the best individual issue of any magazine for advertisers of clothing, men's furnishings, umbrellas, hats, etc.

T. L. Patterson.
Manager Advertising Dept.

Collier's
THE NATIONAL WEEKLY

STREET CAR ADVERTISING AND THE AGENTS.

NEED FOR HEARTIER CO-OPERATION OF AGENTS WITH STREET CAR CONCERNS—LACK OF COMPREHENSION OF CAR CARD SELLING POSSIBILITIES.

By George E. Hall,

Formerly Advertising Manager, Andrew Jergens Co. (Woodbury's Soap), now with Eastern Advertising Co.

A weekly list of national and sectional contracts made for street car publicity, together with those asking for rates, if compiled with as much thoroughness as the present PRINTERS' INK "Business Going Out" schedule, would be fully as voluminous.

A list of the "regulars" maintaining Street Car Campaigns reads like a blue list of American Manufacturers, for instance: Crystal Domino Sugar, Campbell's Soups, Arrow Collars, Knox Gelatine, Agate Ware, Lowney's, Chocolates, Lucas Paints, Lever's Soaps, Mennen's Talcum, Sapolio, National Biscuits, Scott's Emulsion, Spearmint Gum, Quaker Oats, Shredded Wheat, Holbrook's Sauce.

There's a lot of otherwise good common advertising sense running riot here if these manufacturers are making a mistake. They've had wide and varied experience with every medium on the globe, and presumably they know exactly where the dollar can be most successfully chased. But there are some conditions in street car advertising that need talking about.

The advertising agencies do not store up street car space for a good investment as they contract wholesale for space in other mediums, and naturally have cause to sell their stock before pushing a "side line."

The only trouble the agency is up against to-day is the demonstrated fact that if the street car advertising business ever was a side line, the responsive public has switched it on to the main line and made it a real factor in many advertising successes.

The inquiring advertiser who

asks his agent about cars, usually comes away saturated with a verbal wet blanket, and like a sensible man he inquires, and often deals *direct*. Can the reader or PRINTERS' INK or the agent blame him?

Now, mind, the agent is "coming to." He is inquiring and figuring and even signing for street cars for his clients in this glorious year of Our Lord A. D. 1910; possibly under a slight pressure as yet, but he is out in the open, and the handwriting on the wall is visible on a clear day. So, perhaps, he will futrely do as one progressive agent (an able advertising man, by the way), is doing to-day in his advertisement in PRINTERS' INK, viz.: Hitch up his team, three abreast, "Newspapers, Magazines, and Street Cars," and give his client what he wants, a representative choice.

There's a great heap of valuable data that the agent doesn't possess, relative to street car advertising records and successes, and he tells it *all* to inquirers.

It would be fairer to the client and plant another acorn in the

agent's own great oak field, if he felt around after a little data, and kept it on tap. His clients are not deluded, because they hear daily of definite street car advertising results.

The "Little Schoolmaster" is not deluded because he often writes of street car advertising efficiency both as to copy, possibilities and service. Who, then, is deluded, and when will street car advertising data be on file as a part and parcel of the up-to-date agency stock-in-trade? Evolution answers—"soon."

◆◆◆
The Monmouth (Ill.) *Weekly Atlas*, founded in 1846 and being made a daily six years ago, has been sold to the proprietors of the Urbana (Ill.) *Courier*, F. E. Pinkerton & Sons.

◆◆◆
The *Evening Bulletin*, of Providence, R. I., in two weeks raised enough subscriptions for the planting of 2,200 trees in Providence streets. It is aiming for the planting of 10,000 trees.

◆◆◆
The Giles-McAllister Advertising Agency, of Salt Lake City, has purchased the plant of the Art Engraving Company, of the same place, which will hereafter be conducted as the engraving department of the Agency named.

**A
Post Office
Receipt
Every Month
to
Every Advertiser**

Agricultural Epitomist
SPENCER, IND.

Chicago, Taylor & Billingslea, First National Bank Bldg.

New York, Fisher Special Agency, 150 Nassau St.

THE AGRICULTURAL EPITOMIST carries the cream of agricultural advertising—and is producing results for advertisers, because

Its circulation is the QUANTITY and QUALITY KIND—reaches the homes of nearly a quarter million prosperous, progressive farmers every month.

Our rate is \$1.00 a line based on 200,000 guaranteed circulation—a post office receipt every month to every advertiser.

Let us tell you more about this great farm monthly and what it can do for you.

"ASK THE ADVERTISER"

Self praise is always discountable—to what percentage depends upon the character of the concern employing it. The confidence imposed in the Foley Agency by its advertisers is such that *not one* of them hesitates in strong commendation. Most of our new business comes through them.

It is simply by *getting results for others* that we get results for ourselves. The following letter is a recent example of the way this policy works out:—

J. S. IVINS' SON
Baker of Good Biscuits
625-27 North Broad Street
Philadelphia, Pa.

June 1, 1910.

Richard A. Foley Adv. Agency,
Bulletin Building,
Philadelphia, Pa.

Gentlemen:—

Replying to your inquiry as to whether our present advertising campaign has accomplished results, we are very pleased to advise you we have been able to maintain our recent advance in prices, and at the same time to largely increase our volume of sales. We have every reason to believe that through our advertising we have been able to land several accounts which promise yearly sales of very large amounts.

We have so much confidence in your ability to handle our account, that we have no doubt that the coming year will show a very much larger ratio of increase than the last.

With kind regards, we remain

Yours truly,

J. S. IVINS' SON.

Ask for particulars of our Result-Producing Plans.

**The Richard A. Foley
Advertising Agency
Bulletin Bldg., Philadelphia**

THE REFRIGERATOR'S CLIMATIC SELLING PROBLEM.

WHITE ENAMEL'S SEASON CAMPAIGN CONCENTRATING IN THE NORTH—CURIOUS PERSONAL LETTER STUNT—MAKING THE FACTORY AN ADVERTISEMENT.

This is the time of the year when the refrigerator advertisers are very busy. With practically only three or four months to advertise their goods, makers of refrigerators must use mediums of large circulation and forceful copy if they expect to sell their product nationally. The refrigerator makers have none of them been bold enough yet to advertise all the year around. Refrigerators are used rather universally, but are rather more numerous in the Northern than the Southern states. In the Northern states those who don't possess such an article of furniture buy one when summer is beginning. The problem is to adjust advertising to seasons and sections in which climates differ, and national advertising has to be carefully figured down.

"Our advertising for this year begins the third week of March," said G. C. Bohn, advertising manager for the White Enamel Refrigerator Company, of St. Paul. Mr. Bohn is the son of Gebhard Bohn, who invented the siphon system which has made their make of refrigerators distinctive.

The *Saturday Evening Post* and the *Associated Sunday Magazines* for the third week of March contained the first of the advertising for White Enamel this year, quarter-pages being used in both.

"Our appropriation this year is less than previously," continued Mr. Bohn. "We are using such magazines as *McClure's*, *Everybody's*, *Collier's*, *Ladies' Home Journal*, *Good Housekeeping*, *Saturday Evening Post* and the *Sunday Magazines*. Other years we have used the *Red Book*, *Munsey's* and others which we would use again but for the necessity of cutting.

"Daily papers carry White

Enamel advertising only in New York where the manager of our retail store advertises considerably. That is not handled from this office.

"Both men and women buy refrigerators, and we aim to reach both sexes. We have had good results from *Woman's Home Companion* and the *Ladies' World*."

White Enamel has been advertised for nine years and the sales now reach from coast to coast, and the plant, near St. Paul, is growing in capacity each year.

The plant, located between Minneapolis and St. Paul, carries, by day, a large gilt sign on the roof which is of considerable advertising value, especially at night, when electrically lighted.

Considerable publicity and advertising is derived by the firm from the name "Bohn system" on practically all the refrigerator cars used by the railroads. The same syphon system is used in these cars as is employed in the ice boxes sold for domestic use.

Not long ago an interesting "stunt" was tried with fair results. A letter, printed in facsimile handwriting, was sent to a large list of people from London. An ostensibly clipped newspaper ad accompanied it. The "note" read:

LONDON, ENG., March 15, 1910.

Dear Friend:

How are you all? And Helen, dear Girl? Has Fred come to his senses yet, and what do John's friends say about his sudden departure?

I certainly hope all the talk will subside. I tell John it will. He is quite himself again and is going to accept a position in Calcutta. We leave London in a few days for our new home; so I am going to ask a favor of you.

You know my disgust for housekeeping without the most sanitary conditions.

I simply cannot get on without another "Bohn" refrigerator. Won't you please direct these people to send one to me, care of the firm at Calcutta.

I thank you so much for your kindness. Remember me to all inquiring friends.

The enclosed will give the address; it is a clipping from a New York paper.

Yours lovingly,

B. S. R.

A. R. Black, formerly manager of the Western Bank Note & Engraving Company, has been made manager of the Eastern Bank Note Company, Pittsburg.

"The Economical Way to Cover the Country Is to Advertise by Districts"

XIII

Are you selling your goods to the quarter of a million homes comprising

The Advertising District of Cincinnati

You can get a strong foothold in these homes at an economical cost, and at the same time give your dealers the most valuable aid possible, by conducting an advertising campaign through the columns of

THE CINCINNATI ENQUIRER

Space in *The Enquirer* has a double value: (1) it carries your message right into the homes; (2) it backs up what you say with its remarkable prestige among the people of this section. A newspaper which enjoys a steadily increasing circulation while maintaining a price of 5 cents a copy, as does *The Enquirer*, must possess exceptional strength.

Foreign Representatives

I. A. KLEIN

Metropolitan Tower, New York

JOHN GLASS

Peoples' Gas Bldg., Chicago



TALKING ABOUT OIL

Every Talking Machine Needs 3-in-One 3-in-One makes every contact point and all the mechanism work smoothly, swiftly, squeal-lessly. Wipe disc records with soft cloth moistened with "3-in-One" and prevent accumulation of dust particles which interfere with the delicate needle. This also enhances exchange value of records. "3-in-One" polishes the wooden case—even the very finest mahogany case. Also keeps every brass, silver, steel or nickel surface free from tarnish or rust.

Try 3-in-One on your office machine when dictating records. 3 sizes—10, 25 and 50 cents—all stores.

Write us for free sample this very day!

3-IN-ONE OIL COMPANY
12 Broadway New York



CERTAINTY

It is absolutely certain that thousands of dollars are spent for office equipment every month by the *business executives* who read **THE BUSINESS WORLD**. Our advertisers are no less certain to get the larger part of this.

THE RONALD PRESS CO.

Publishers

229 Broadway New York

HALF-LIGHTS AND THUMB-NAIL SKETCHES.

INCREASING ADVERTISING MEN'S SALARIES WITH AGENCY HELP—SELLING CAPABILITY—PERSONALITY SALESMANSHIP—TALKING THE PROSPECT'S BUSINESS.

By Irwin Spear.

Two agency men were taking a stroll after dining together. They passed a gentleman who nodded at one of the men as he passed.

"That," said the agency man saluted, "is Dash, advertising manager of the Blankette Manufacturing Company. We doubled his salary for him."

"How," asked the other with a tinge of scepticism.

"By making his job more valuable. We brought the men higher up to see what a force advertising could be when properly handled. They were desirous of doing more. This meant more work for the advertising man. Instead of a \$3,000 appropriation he now has \$50,000. His job grew with his appropriation, and his salary expanded proportionately. Nothing unusual. It's happening every day. I know of several similar instances right among our own clients." "Humph," said the other agency man, "and yet my experience has been that advertising managers don't realize what the agency does for them."

"They didn't used to," said the first agency man, "but I think the wiser ones do now."

* * *

AN AGENT'S SELLING CAPABILITY.

An agency solicitor was telling about an interview he had with a board of directors for a roofing concern. The sales manager had extended him an invitation to address them. The concern in question had had a previous agency connection which had turned out unsatisfactorily.

Said the solicitor: "I asked the sales manager if he considered there was any man in the agency that previously handled their business who would have been able

to go out and sell their roofing to the trade.

"The salesmanager replied, 'no.' 'Yet,' said I, 'you expected them to be able to sell it on paper. I would not accept a contract from you without personally visiting your trade and familiarizing myself with conditions at first hand. And before I attempted to lay out a campaign, I would want to feel that I could talk intelligently about roofing with the largest buyer of your goods.'"

* * *

GETTING BUSINESS ON PERSONALITY.

"I am firmly convinced," said a prominent advertising man the other day, "that too many advertising solicitors get business on their personality. They are jolly good fellows—dress well—have a pleasing address and talk glibly in a superficial way. Solicitation of advertising has not yet reached the high plane of specialty selling. The men who solicit advertising are, as a rule, a very much higher class of men than those who sell cash and credit, registers, adding machines, typewriters and other appliances of the kind, but their salesmanship is of a very much lower order.

"This is due partly to the fact that specialty salesmen have the benefit of special training, while advertising solicitors have never had their eyes opened to the possibilities of the three steps in making a sale—approach—demonstration and closing argument. They do not know what a selling point is. Consequently they never use them.

"I believe," concluded the advertising man, "that specialty men would make wonderful advertising solicitors."

* * *

TALKING THE PROSPECT'S PROPOSITION.

An agency representative was asked how he succeeded so well in rounding up his prospects. "Why," said he, "the only difference between my way of getting business and the average man's is that I talk about my prospect's proposition while the average man talks about his own."



Few publications are so thoroughly informed of its readers' modes of life as GRIT. Careful and exhaustive canvasses made from time to time permit analyses that disclose much interesting and valuable information.

From 100 towns in which 3,384 copies of GRIT are circulated we have 2,589 family reports. The compilation on "fire arms" shows the following:

Winchester	432
Stevens	297
Marlin	188
Remington	155
Savage	81
Iver-Johnson	248
Hopkins & Allen	115
Harrington & Richardson	126
Other makes	355

Do GRIT'S readers buy advertised goods?

Do you want GRIT'S readers to buy your goods?

Then why not describe and exploit them in GRIT'S advertising columns?

There may be other ways to reach GRIT'S readers, but the GRIT way is the SURE way.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

Pictorial Review

The advertising forms of PICTORIAL REVIEW close definitely and finally on the 15th of the second month preceding.

The forms for the September issue (Fall Fashion Number) close July 15th.

The Reason.

The circulation exceeds

600,000

200,000 over and above the guarantee on which the rate of \$2.00 a line was based. The old rate holds good up to and inclusive of the January 1911 issue.

Don't miss these bargain values. Send copy before July 15th for the September issue.

**The Pictorial Review
Advertising Bureau**

(PAUL BLOCK, Inc.)

New York Chicago Boston

COMMON SENSE AND DEALER ADVERTISING MATTER.

PROVIDING THINGS OF VALUE WHICH DEALERS WILL GET RID OF—MATTER SHOULD BE SENT ONLY WHEN DESIRED—PHOTO OF STORE.

By E. V. Sidell.

H. M. Horr's article in answer to a letter from a druggist in *The Spatula* found in PRINTERS' INK for June 23d gives to an onlooker, who has been in the drug business and is now very much interested in advertising, an idea that both are right as far as they can see, being on opposite sides, like the legend of the silver and gold statue, which was half of each metal and a constant source of dispute among the people, who never thought to walk around it and see. That the manufacturers of certain preparations do send a lot of useless stuff no retail druggist will deny, but that certain books and calendars are called for by customers every year is also very true.

As an outsider, it would seem as if advertising people would, if honest in their efforts to work for the best interests of their clients, watch the successful methods and improve on them if possible, rather than recommend some useless circular, poorly gotten up by a cheap printer and valueless as a keepsake. Take, for instance, the directory of the United States which is given away by a celebrated pill manufacturer. This little booklet contains the population of every hamlet and has decided more bets in stores than any authority except Hoyle.

Two sarsaparilla firms every season get up very attractive calendars, and we only gave them away to our best customers, as the number was strictly limited to the amount of goods we had bought in current year.

Every week in PRINTERS' INK, in George Ethridge's columns, we see how much improved an advertisement or cut looks when rearranged by an expert, and if this

same thing was carried out in the hangers and counter cards that are offered the druggist gratis by the maker of specialties the show windows and walls would not look like crazy quilts. We have done some outdoor billboard work and the number of poor signs seen tacked up on good looking country stores would make one an iconoclast. It is no wonder that village improvement societies are up in arms against lots of outdoor advertising, and both drug stores and drygoods emporiums are covered with cheap looking bills everywhere, quite unlike the artistic posters which are sold as premiums in French shops.

In conclusion, we should advise the donor of advertising novelties to find out first, if the recipient would be pleased to get them and then if the druggist expresses a desire to sell the goods so advertised, it will soon be self-evident whether he wants some such aid to help him make the specialty known in his locality. There is one form of photo advertising that every retailer will circulate, and,

since commercial work of this character has made it cheap, we wonder why more of it is not used. We refer to a picture of the store and of the employees, with the front and windows, suitably covered with signs, etc., of the advertised articles. If this method has been found a winner for some of the illustrated weeklies why not in other lines. We all are fond of our own appearance. What?

A MILLION DOLLARS IS A LOT OF MONEY.

THE THOMPSON-KOCH Co.

Advertising Agency.

Capital Stock \$50,000, Fully Paid.

CINCINNATI, O., June 21, 1910.

Editor of PRINTERS' INK:

For your information we wish to state that The Pape, Thompson & Pape Company, this city, have authorized us to renew contracts for the ensuing year. They have also decided to increase their appropriation to \$1,000,000, to be spent with the newspapers, magazines and street cars. Contracts for the newspapers for twenty thousand lines will be sent out about the 1st of July.

THE THOMPSON-KOCH Co.

I know an advertising man of exceptional ability and wide experience who is open for engagement.

Age 30, married, steady, thorough and resourceful, an earnest, conscientious worker—ten years valuable experience on big campaigns; five years an executive and copy-writer for big agency. He is considered one of the best copy-men in the country—a man of ideas and good judgment—and would make a splendid advertising manager for a big advertiser.

Just the sort it's so hard to find.

An interview can be arranged by addressing

J. M. HOPKINS, Manager, Printers' Ink

12 West 31st Street

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12 West 31st Street

New York City

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.
Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1008. ROBERT C. MEHAFFEY, Mgr. St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

JOHN IRVING ROMER, Editor.
J. GEORGE FREDERICK, Managing Editor.

New York, July 7, 1910.

Advertis- ing's Period of Self-Inquiry

One needs only to glance over any issue of PRINTERS' INK to realize that advertising men are the most self-conscious band of workers in the world. On page after page, one sees ad men meeting in this city and getting together in that city. Once called to order, the gatherings put themselves and their pet theories and practices upon the grill, proceeding to probe and to delve earnestly into their state of mind.

This is the most encouraging sign of a real professional spirit among advertising workers. It is an unflinching warrant of vitality and a guarantee of healthy growth.

Half the speeches of well-known advertising men at banquets and conventions, as well as three-quarters of the conversations in the muster rooms, reflect this self-inquisitive spirit. Individually and collectively the advertising fraternity of this country is showing that it is alive, and furthermore, that it is keenly anxious to find out just how it looks in the glass.

In other words, advertising men are keeping close watch of themselves. They are coming to feel that they are just as much pioneers in a very important field as are doctors or lawyers. They are beginning to feel "amalgamated," to consider themselves a part of a single organism, governed by that directing sentiment which is ordinarily called *esprit de corps*, and which physicians and lawyers term professional ethics.

The whole pursuit is accordingly undergoing a settling process very encouraging to one who detaches himself long enough to secure a bird's-eye view of the whole proposition. The tendency to set every new opinion, every new idea, out in plain sight for every one of the large professional band to examine and pass upon is a guarantee against many very bad "breaks" of policy. Self-inquiry means finally self-discipline and self-control.

The willing pages of PRINTERS' INK have doubled in number in the past two years—an increase due in no small degree to the necessity of giving expression to the self-analyses and self-probings of a class of workers who are giving business a reach it never even dreamed of forty years ago.

Making Advertising the Goat

As might have been expected, the authoritative pronouncement issued by the Senate Committee, blaming the high cost of living on advertising, is being followed by the usual profound discussion by Tom, Dick and Harry, who are sending letters to the papers.

Typical of the lot, is one in a New York daily, June 29th. The writer argues, with what he doubtless feels is overwhelming logic, that advertising is to blame for the pain in his pocket-book. He proclaims that advertising "is to sell things." Ah-ha! Discovered! He maintains that if advertising sells only the absolutely necessary things, then advertising is waste, for otherwise the public could go "somewhere" and

buy goods without the cost of advertising added. If, on the other hand, advertising is to sell things which would not otherwise be bought, then every cent thus spent is added to the cost of living. He complacently winds up with the statement that the "Government is probably right."

This is not written to suggest that somebody take this little man by the hand and lead him to the alcove where the books on political economy are kept. It would be cruel to disturb his comfortable, child-like assurance.

Really the ad-writers should be more careful—they should not write such persuasive copy. Here they are found guilty of "laying a spell" over America's hard-headed men and women and wrongfully influencing them to spend their cash for "things they wouldn't otherwise have bought."

But what are these "other things" the letter writer refers to? They must be trade-marked goods, for they form the bulk of advertised products. It's a burning shame that advertising men have palmed off on a helpless public, whom it has bereft of its will power, manufactured brands that purchasers know are good, having a minimum of suspicion and a maximum of mind-comforting assurance of value-for-the-money.

If it had not been for this pernicious mind-swaying practice of the advertising fraternity, the little man with the bulging brow who wrote that letter, and others who believe with him, could feel perfectly free to go around any old corner, into any old kind of a store and buy unpackaged oatmeal from a bin beneath the counter, unlabelled varnish from a vile keg in the rear room, or unmarked ketchup from a row on the top shelf. Then, when they found the wormy oatmeal unfit to eat, the varnish refusing to spread or to last, and the ketchup the kind that kills off the children with ptomaine poisoning, they could feel happy that advertisements were not leading them to buy "goods they otherwise would not have bought."

Those of the ilk of the letter writer should ask themselves: "What's the use of living?" And no sensible man could possibly answer them with a single good reason.

The Washington Publicity Specialists

The advertising ability of many of our congressmen is not the least of their qualifications as statesmen. Many of them are past masters at personal publicity.

The "leave-to-print" method of advertising, if it may be dignified by being called advertising, makes the United States Government bear the burden of the expense. It has, perhaps, been worked more extensively during the congressional session just closed than ever before. Whether it has been worked *successfully* or not, only the votes of next Election Day will reveal.

The plan is simple enough. Those congressmen whose terms of office conclude with any given session suddenly develop a desire to be continually on their feet, speaking on every conceivable subject, in a manner never before known. Their remarks are what necessitates the present lengthy sessions. These same speeches are reproduced in the *Congressional Record*, as a matter of course. But the *Congressional Record* is a very poor advertising medium, in the wise opinion of these astute advertiser-congressmen. So they proceed to obtain "leave to print," which is easily obtained. That means that the Government prints for them, free of expense, a few truckloads of their oratory in pamphlet form, convenient for mailing to the folks at home—the constituency which will shortly be voting. The corridors of the House office building at Washington, during the last feverish weeks before adjournment, told this story only too plainly. Piles of mailbags were everywhere, containing these pamphlets, which go free under the franking privilege, another case of pulling the Government's

leg. Scores of extra clerks were kept busy doing the addressing.

True, the "leave-to-print" method of advertising may not be the best, but it is extremely inexpensive for the Congressmen. But is it right that the Government continue to foot the bill which, by every right, should be met by the congressmen themselves, out of their own pockets? If they had to pay the cost themselves, they would undoubtedly turn to other means of advertising their statesmanlike qualifications. The recent plan of the League of Medical Freedom in combating Federal legislation with extensive newspaper advertising, would certainly suggest that the dailies offer far and away the most efficient method of taking political and legislative problems to the masses. Besides, such a method would cost constituents less.

Now for the Everlasting Ad.

It is safe to say that advertising men are just about now indulging in what the novelists term a "mixture of emotions," after reading the article in this issue about the piece of copy that has run for thirty years without a change.

A generation without a change of copy! It will take just about four seconds for the agency copywriter to reach a decision or such a practice. "It violates all the rules of the craft; it's the folly of a man not out of his ad primer; it's laziness of a horrible degree and it knocks precedent all hollow." There is the composite opinion, one can tell ahead of time.

But whatever the motive of the advertiser, the peculiar thing is that this piece of copy has sold the goods for over a quarter of a century. Why?

Right here is room for debate. It may be because the copy needed no changing. It had a story that is always new. Those who know will tell you, strictly in confidence, that women never tire of a "beauty" talk. Such a message, some will say, needs recasting no more than the time honored meth-

od of proposing marriage—it's always live *news* to those interested in the subject. Some mere men have said that you only need to say "beauty" to a woman and you have a hypnotized listener.

It is not likely that the ad of the ordinary commercial product will compete with Hopkins' Oriental Cream. Just to say "gloves" or "shaving cream" or "flour" to a man won't bring him to fascinated attention. Ad writers will still have to toil and keep their jobs turning out fresh things about the common run of goods. It is hard to tell just how long a piece of copy keeps the right side of staleness. It is not very long. We shall know with scientific exactness as soon as some curious Muensterberg tries it out on several hundred subjects in a psychological laboratory. As the matter stands, admen keep on the safe side by changing "every little while."

But the question that has been struggling for expression is: How long, now, before some Eugene Sue of an adman, taking his cue from Oriental Cream, will spin a yarn about a piece of copy that will roam through the publications of the distant future like a Wandering Jew? What fame-anxious copy-writer will now try to earn undying fame as the builder of the everlasting ad?

Those who compete in this "Everlast" ad competition will have to choose their subjects with care. Automobiles won't sell forever—begging Mr. Chalmers' pardon. Shoes won't be of any use in that predicted future when we will all be wearing sandals. Health is a safe subject—we suggest an eternal breakfast food ad. And there is hair invigorator also. Any copywriter of July, A.D. 1910, could wade in oceans of pride believing that the copy he writes will be making hair grow on bald heads in the year 5000.

But what a pity! The man who succeeds will never know it.

The Omaha Ad Club was addressed, June 21st, by H. S. Ray, assistant general passenger agent and advertising manager of the Rock Island Railroad. Mr. Ray took for his subject, "Some Pitfalls of Advertising."

In everything we do, every decision we make, there is always one consideration that "clinches" the matter. Perhaps it's money, sentiment, a personality, but there is always a something.

There were many considerations that attracted me to AINSLEE'S MAGAZINE; the publishers themselves, -it's a great thing to be connected with a big, broad-gauged concern that has rounded out more than fifty successful years as publishers.

Then there's the magazine—a publication unique in its field,—the King of its kind, filled month after month from cover to cover, and including the advertising pages, with the choicest bits from the pens of the foremost authors of the time.

There were a host of things that drew me,—but the deciding factor (and this will be of intense interest to *you*) was that AINSLEE'S is an absolutely voluntary circulation, and in this one respect, at least, it stands alone among magazines.

Note that well,—an absolutely voluntary circulation.

Say the publishers, "Spare no expense, get the best cover designers, the best writers—Tarkington, McCutcheon, MacGrath—and take only their very best work; we'll put the money and brains all into the contents,—AINSLEE'S must sell itself."

There are no "biggest ever" circulation campaigns, no premiums, no inducements, except *quality*—the reading public have been buying AINSLEE'S on this basis for more than a dozen years; they gladly pay fifteen cents (15c) a copy—\$1.80 by the year. A luxury? Absolutely.

What meaning has mere numbers or price per page when we consider such a circulation as AINSLEE'S?—the one magazine whose contents alone attract its following.

Yet AINSLEE'S has volume of circulation—250,000 copies per month, guaranteed. It's impossible to explain the modesty of the rate—\$250 a page and pro rata down to one-eighth pages.

Truly, AINSLEE'S has a wonderful following.

Purton P. Free

Western Manager

Commercial National Bank Building, Chicago

Do You Need—

a man who is just twenty-four—who has a few brains—also some valuable magazine circulation experience—who has few wants—can start reasonably low—who is anxious to grow with a growing proposition?

**The Man Needs—
a Job. Want him?**

Address "I. M. H."
Care Printers' Ink

"A Daily Newspaper for the Home."

The Christian Science MONITOR

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world.
Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave.
Chicago Office: 750 Peoples Gas Bldg.

Advertising rates furnished on application.

Be An Advertising Expert

Push your own business—make more money—increase your earning capacity by becoming expert on advertising in spare time. Our experts instruct you personally by mail. Free Trial of the Lord Course proves what YOU can accomplish. Write today. **PROGRESS SELF-HELP UNIVERSITY,** 210 N. Monroe Street

FREE TRIAL

Genuine trial proves value of books and instruction. Send for Free Advertising Book. **PROGRESS SELF-HELP UNIVERSITY,** Chicago, U. S. A.

A "REASON WHY" GARMENT CAMPAIGN TO WOMEN.

ARGUMENTS OF CONSTRUCTION TO BE USED IN PRINTZ-BIEDERMAN ADVERTISING—REASON FOR FIT AND SHAPE. EXPLAINED—DEMONSTRATION MODELS FOR MERCHANTS.

It has been argued by many capable advertising men that women do not, as a rule, respond to the "construction" and "reason-why" arguments for clothes. It has been left for the Printz-Biederman Co., of Cleveland, to make the venture.

Recent issues of the *Dry Goods Economist* have contained the announcement of the new kind of



What Printzess's Plio Canvas Means To You

It means that you can demonstrate and advocate to your trade something that no other advertiser in your town has or can get. It means that you can get the woman. The canvas used in this PRINTZESS garment costs twelve cents—very little more than a standard canvas. It is guaranteed and it will hold the shape of your new dress or suit.

It means you have strong letters added to the PRINTZESS "Construction" in these latest styles already made for **STYLE, FIT, QUALITY** and **ALL MODS** Materials.

These arguments—coupled with the advertising we place in your district—insure more sales with more credit for you and satisfaction to your customers.

In addition to our regular PRINTZESS Dress, we have a "Plio" suit or the other every PRINTZESS garment will have the PRINTZESS Plio used in the same of the same guaranteeing the buyer shape holding service.

The women of America will be told of the merits of this new shape holding fabric—this will be told in detail in this new shape holding garment and YOU can be the merchant who carries PRINTZESS garments and the new fabric of your store is open.

Write us today when you want to know more about it. We'll send a catalog.

The Printz-Biederman Co.
CLEVELAND

SUNNY COPY.

campaign for women's garments which promises to be exceptionally interesting.

Such cloak and suit advertising as has heretofore appeared, seemed to run along much the same course—quality of material, correct style and skilful workmanship summed up the combination arguments of all these advertisers. All good enough, but rather commonplace after a while.

This innovation as announced

by the Printz-Biederman Co., of Cleveland, O., advertises "Printzess Plio" canvas as the "reason why" for the permanence of "Printzess" fit and shape.

It is announced that this is a special canvas made exclusively for use in "Printzess" garments that can be guaranteed as shape-retaining as long as the garment lasts. It would appear that this would give "Printzess" garments a decided advantage over competition and make their advertising much more interesting, because it has a specific non-competitive argument.

A woman can be impressed with the picture of a certain style and believe that the quality of the material and the perfection of the workmanship is all that the label may guarantee; but once she gets into a store and cannot find the certain garment she requests, the chances are that she will accept some other garment that she considers becoming. If "Printzess" advertising for the consumer measures up to the demands of the occasion, certainly the consumer will be impressed with the fact that "Printzess Plio" is a certain essential that she can find only in a "Printzess" garment, and will insist that she gets it.

A DIRECT CORRECTION

Inasmuch as this "Plio" label is stamped on the canvas in every "Printzess" coat where it can be seen by lifting up the lining flap, there is established a direct connection between the magazine advertising and the retail store. This is another important point which so many of these campaigns of "glittering generalities" overlook—opportunity for the merchant to demonstrate some particular selling point when making a sale which has been impressed upon the consumer's mind in the magazine advertising.

It is noteworthy also that "Printzess" merchants are supplied with demonstration models showing these "inside facts of 'Printzess' manufacture," and that the sales people will be thoroughly instructed how to present these superior points intelligently.

May Advertising Gain

In May, 1910, advertising in The Chicago Record-Herald

Gained 22,189

AGATE LINES

over May, 1909—the nineteenth consecutive month of advertising gains in

The
Chicago Record-Herald

New York Office, 437 Fifth Ave.

Good Novelties Show Results



HOW well are you known by the men whose business you want? A useful novelty carrying your imprint and a brief message, kept constantly before those prospects would not only give you the most favorable introduction to that prospect, but would impress his mind with you.

Send me 40 cts. for a sample telephone pad postpaid, and prices on quantities. Use the pad yourself. Discover its usefulness.

The imprint on same will interest you.

You'll want a quantity with your imprint. I'll send you my catalog. It lists many useful novelties. You are sure to want some of them—your business may need some of them. Limited territory open for good, live agents.

E. J. BOSWORTH
23 Water Street, Rochester, N. Y.

Wanted—By a successful magazine publisher a Daily Paper in some good town of 25,000 to 100,000. Must be cheap. Central west preferred. No objection to run-down daily, if field is good. If possible, state approximate price for control or all of stock. Prefer to deal with owners direct. Correspondence will be kept confidential. "PUBLISHER," Box 1090, Kansas City, Mo.

The Tip which Saves the Card



Treble the life of your filing system by using Celluloid Tipped Guide Cards.

Don't fray, crack, curl up nor show finger marks. Look neater than plain guide cards.

Celluloid Tipped Guide Cards are proof against ordinary handling. Tip folds over top of guide where wear comes. Other guides wear out in a third of the time. Ask your dealer for the famous one-piece tip or write us for samples.

STANDARD INDEX CARD CO.
701-709 Arch St., Philadelphia

Moving Picture News

Constantly growing. Circulates round the World where Motion Pictures are used. Advertisers more than satisfied with results. Write for terms and sample copy

Cinematograph Publishing Company
30 West 13th Street -- New York

Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN,

NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

ORDER OF DAY AT OMAHA.

Following is the order of the day of the meeting of the Association of Advertising Clubs of America to be held at Omaha July 18th-20th:

MONDAY

8:30 a. m. Concert in lobby, Hotel Rome, by Ft. Crook U. S. Band.

9:30 a. m. Call to order.

12:00 noon. Luncheon, given by Club.

1:30 p. m. Session.

6:00 p. m. Home Products dinner, given by Daily News.

8:00 p. m. Street cars to den. Initiation into Aksarben.

TUESDAY

9:00 a. m. Call to order.

11:30 a. m. Auto ride to Field Club for lunch.

1:30 p. m. Session at Field Club.

5:30 p. m. Cars to city.

6:30 p. m. Banquet at Hotel Rome.

9:30 p. m. Street cars to dock, midnight ride on the Missouri.

11:30 p. m. Return to hotel.

WEDNESDAY

9:00 a. m. Call to order.

12:00 noon. Dutch lunch.

1.00 p. m. Session.

5.00 p. m. Adjourn.

ADVERTISING LOSS.

There is not a successful firm in the country that has not, at some time or other, lost money through advertising. A house which recognizes to the full the benefits arising from good publicity never loses faith because one piece of copy or one magazine doesn't pay. Perhaps a whole campaign may go wrong. When these things occur, it is taken for granted that the methods adopted have not been right. Some mistake has been made; the copy has been poor; or the medium ill-chosen. Perhaps the time of year was inopportune. As soon as possible, the mistake is rectified, and then the firm goes on spending money freely in publicity, realizing a splendid ultimate profit from its use.—W. C. HOLMAN.

The Publishers' Press was incorporated at Trenton, N. J., last week with a capital stock of \$500,000. The incorporators are: C. N. Jones and Frank C. Coleman, Jr., of New York; W. F. Towns and John R. Turner, of Jersey City, and E. L. Heydecker, of Mount Vernon, N. Y.

Luther D. Fernald has been appointed New York representative of the *Housekeeper*, succeeding W. T. Woodward, who has joined the advertising staff of *Collier's*. Mr. Fernald has been one of the *Housekeeper's* Western representatives, and was formerly assistant advertising manager of Selz, Sch. ab & Co.

Victor Leonard, who for the past five years has been advertising manager of the C. Kenyon Company, has tendered his resignation to take effect as soon as unfinished work is completed. His future plans are not yet announced.

ADVERTISING MEN'S OUTING.

The Representatives' Club, of New York City, whose membership is made up of the advertising representatives of the monthly magazines, held an outing, June 28th, at Terre Marine Inn, Staten Island. There were 250 members and guests present.

In the afternoon there was a baseball game, and various athletic events were indulged in, followed in the evening by an old-fashioned shore dinner.

The ball game was very interesting, and resulted in a score of 10 to 11, in favor of the *Standard Magazine*. The following were the players:

Standard's.

Little, of *Pearson's*.....p.
Lewis, of *Munsey's*.....ss.
Hine, of *Ainslee's*.....1st
Ruggles, of *Hampton's*.....c.
West, of *Scribner's*.....2nd
Parker, of *McClure's*.....3rd
Bird, of *Review of Reviews*.....l.f.
Kimball, of *Harper's*.....c.f.
Manning, of *Hampton's*.....r.f.

Women's

Henderson, of *Butterick's*.....p.
Howard, of *Curtis Pub. Co.*.....ss.
Barrows, of *Curtis Pub. Co.*.....1st
McAlpin, of *J. W. Thompson's*.....c.
Andrews, of *Vogue*.....2nd
McIndoe, of *Interior*.....3rd
Colman, of *Butterick's*.....l.f.
Owens, of *Butterick's*.....c.f.
Dingwall, of *Home Pattern*.....r.f.

The officers of the club are:

President, Frank D. Sniffen, of *Christian Herald*.

Secretary and treasurer, David D. Lee, of *Success Magazine*.

Vice-president, Don M. Parker, of *McClure's Magazine*.

R. C. Cholmeley-Jones, of *Review of Reviews*; H. G. Garrison, of *Home Pattern Company*; M. J. Simonson, of *Good Housekeeping*; E. G. Pratt, of *The Butterick Company*; D. L. Hedges, of *Suburban Life*; Lewis C. Paine, of *McCall's Magazine*.

Among the advertising men present, were:

O. C. Harn, of *National Lead Company*; George A. Baright, of *Prudential Life Insurance Company*; C. A. Hope, of *J. Walter Thompson Company*; George Wakeman, of *Lord & Thomas*; H. H. Porter, *Frank Presbrey Company*; L. M. Porter, *Frank Presbrey Company*; W. R. Hine, *Frank Seaman, Inc.*; C. A. Newell, *Frank Seaman, Inc.*; W. C. Freeman, the *Evening Mail*; J. M. Hopkins, *PRINTERS' INK*; Frank Little, *George Batten Company*; M. B. Baldwin, *George Batten Company*; Don Sykes, *McMullen Advertising Agency*; George T. Hill, Jr., the *McCall Company*; Austin Healy, *N. W. Ayer & Son*; P. B. Tomes, *Atlas Portland Cement Company*; P. V. Bunn, *John Wanamaker*; W. L. Brann, *National Cloak & Suit Company*; D. J. McNichol, *F. P. Shumway Company*, Boston; Jacob Kubel, *Standard Mail Order Company*.

Umpires at the baseball game:

William Bliss, of *Frank Presbrey Company*.

W. W. Griffith, of *Lord & Thomas*.

STANDARD MAKE-UP

in a newspaper means that paper stands strongest with local advertisers

THE NEW ORLEANS ITEM is the only paper in New Orleans that maintains a

STANDARD MAKE-UP

building up from the lower right hand corner.

SMITH & BUDD CO.

Foreign Advertising Representatives, Tribune Bldg., Chicago; Brunswick Bldg., New York; Third National Bank Bldg., St. Louis, Mo.

ELMER E. CLARKE, Bus. Mgr.
New Orleans, La.

For Sale

One of the leading newspaper properties of the South. Only afternoon paper in city of 30,000 and in the very center of state.

Last year's cash receipts over \$37,000, and this year first five months' receipts were over \$20,000. Big chance for wonderful development and ideal city for home. Over million dollars being spent in city on new buildings now.

Circulation over 6,000 and growing fast. Splendid advertising rate. Recognized as leading advertising medium by both local and foreign advertisers. All modern Linotype and Press equipment.

Part cash and balance in bonds or deferred payments.

"SOUTHERN," care of *Printers' Ink*

THE GROWING CHURCH ADVERTISING MOVE- MENT.

A NUMBER OF CHURCHES TAKING STEPS TO FILL EMPTY PEWS BY THE USE OF DISPLAY — WHAT SOME CHURCHES ARE DOING, AND WHAT IS BEING SAID ABOUT CHURCH ADVERTISING.

There is a distinctly noticeable church advertising movement spreading throughout the country. The "stigma" on display type commonly observable a decade ago is now disappearing, and advertising is now more and more regarded as any other modern tool—capable of good as well as for ill.

The church needs publicity the same as any other institution which figures prominently in public life. Religious workers are finding that they can get prompt, effective assistance from the display columns of newspapers.

One of the latest churches to employ advertising is Trinity Church, Paterson, N. J. This church has even gone so far as to follow the lead of the advertisers of municipalities who have very generally employed slogans

in their copy. The Trinity Church slogan is "The Homelike Church." Especial emphasis has been put in the advertising upon the Sunday evening services and the attendance at these services is said to have gone up by leaps and bounds since the advertising started.

Rev. Dr. F. M. Porch, pastor of the Monroe Avenue Lutheran Church, Columbus, O., not only advertises, but recently preached a sermon on the subject: "Advertising the Church." In the course of his remarks he said: "Printers' ink is as good for a church as for any big business. Churches should advertise, and, like the good merchant who does so, should make good their advertisements. An advertisement of any kind, whether it be for a store where goods are sold or a church where souls are saved, in order to be effective, must be backed up by the thing advertised."

"The newspapers should be used by the religious organizations, and, in the main, a religious worker finds that he can at all times get the assistance of the papers in the carrying on of his work.

"Getting business is one thing. Keeping trade that is obtained is another. It is one thing to attract people to the house of God and another thing to keep them in it. In order to keep those thus attracted, the church should make good its claims in the advertisements it employs. It should not deceive the people.

"What the clerks are supposed to do in the stores the ushers and general congregational should do in the church. They should treat all visitors kindly, courteously, and as they would want to be treated. A smile and an invitation to return aids in creating a good feeling on the part of the visitor. The deportment of the congregation during divine services should always be above reproach. In that respect the modern church, in a great degree, falls short of what it should be.

"The magnitude of the modern church is hardly realized by the average person. Because it is large, the same principles that

"The Breeder's Gazette is the Farmer's Greatest Paper."

—W. A. HENRY, America's Fore-
most Agricultural Educator.

The Gazette is mailed to bona-fide subscribers only, and at a higher subscription rate than that maintained by any other weekly farm publication.

It goes into more than 80,000 of the best farm homes every week, and we can supply abundant testimony that it is read with interest by every member of the family.

The Gazette is purely a business paper for an intelligent and well-to-do class of people living in country homes.

It carries more advertising at its published rate than any paper of its class in the world. Established in 1881, it has for years presented an annual increased amount of high-class business announcements.

Rate 50c. an agate line flat. No discounts for time or space. For any further particulars consult reliable advertising agents everywhere or address

THE BREEDER'S GAZETTE

358 Dearborn Street Chicago
Member Standard Farm Papers
Association.

govern mammoth business institutions should be followed by the church—that is, it should advertise and then make good the advertisements.”

Out in Davenport, Ia., the First Presbyterian Church is doing some of the best religious advertising which has been noticed. Special attention has been given to the typographical make-up. The latter is effective but without dignified. Lower-case type has been used extensively and a small cut of the church building, well set off by rules, has lent interest.

At Lawrence, Kan., Dr. William A. Powell, of the First Presbyterian Church, is an advertising enthusiast. He used display space some years ago when in Toledo, O. “I am a firm believer in advertising for church as well as for any business,” says Dr. Powell, “or any line of enterprise.”

The average church finds it has much to advertise. If it has not, it is far less likely to succeed

without advertising as with it. People want to be either instructed or entertained. If they are not informed of a church where they will get either instruction or entertainment, or both, they will naturally remain away entirely. The churchman who does not make known the fact that there are available pews cannot rightly complain because those pews are empty.

A recent issue of *The Interior*, a periodical of the Presbyterian Church, asserted in a leading editorial that the church, with the truth to distribute among the people, is as legitimate an object of advertisement as a business with goods to sell. But it wisely warns the church leaders to go slow, as follows: “Blundering into publicity campaigns with the notion that anything is useful that attracts attention will lose the church a great deal more reputation than is gained.”

The truth is that, just as in business, advertising cannot do all.

Painted Signs read while you run. They decide people to buy when they don't realize it. Our boards are in the most thickly populated section of America, except New York City. They are among people who can afford to buy. Write us. We can interest you.

BILL POSTING

AND

PAINTED SIGN DISPLAY

COVERING GREATER BOSTON

NOT IN THE TRUST

SPRAGUE-NUGENT CO
PAINTED DISPLAYS
INDEPENDENT POSTING SERVICE
16 ASH ST. Boston

We still have personal salesmen in business, though not so many of them; and we ought still to have the personal element prominent in campaigns to get people to go to church. In a recent sermon on "Advertising Christianity," after expressing himself as an enthusiast in the use of printers' ink by the churches, Rev. C. Waldo Cherry, D.D., of Troy, N. Y., said: "No great business house of to-day relies merely on newspapers and circulars to sell its goods. Every business house has its agents out in every part of the community, who approach men personally, and through this method business is obtained. It is a mistake to think that the

this, coupled with the personal call and the newspaper ad, would prove most effectual for the churches. The counterpart does with the business houses.

As for those who, in decreasing numbers, are still uncertain that in advertising methods lie the secret of growth with the churches, the following paragraphs, taken from an editorial in the Birmingham, Ala., *News*, offer strong refutation:

There is to-day, and has always existed, a prejudice against advertising as it relates to the church, many good men holding that such a course is undignified and tends to lower the church in the estimation of the world.

Every item entering into the daily life of the individual is freely advertised. Every magazine, every newspaper, every billboard and every street car carries an invitation for the reader to wear this or eat that. Every want of the physical man is studied by experts, and millions of dollars are spent in exploiting things designed for his comfort and convenience. And while the "carnal man" is thus exalted, what of the "spiritual man"?

The burden of the message of the church relates to things more potential than breakfast foods, clothing, safety razors and stock investments. "What shall it profit a man if he shall gain the whole world and loses his own soul?" is one of the hundreds of questions hurled from the pulpit—too often to the empty benches above referred to.

Again, does the duty of the church stop with the preaching of the Word to those who voluntarily come in response to the ringing of the bells two or three times a week? Does it stop with the personal invitation which at best can reach but a few? Surely not. "The world is the field," we are told. Then, if this be true, it would seem that it is the duty of the church to utilize the means of publicity so freely resorted to by those who deal in things of vastly less importance.

A North Dakota minister, Rev. W. A. Laughlin, has not hesitated to strike a popular and responsive chord by making references to contemporaneous events. Thus, one large ad of his, which covers a half page or more, is illustrated by a picture of the ship *Harry Thaw* which is shown wrecked. Naturally enough, the sermon which is announced in the ad has to do with the pitfalls to which young men are especially susceptible. Another ad refers in a similar manner to baseball, making use of the phraseology of the "fans."



Tissot's Paintings

IN PALM SUNDAY SERVICE AT THE

First Presbyterian Church

Kirkwood and Iowa Sts.

Sunday Evening, March 20

7:30 o'clock

☛ Stereopticon Views from Tissot's world famous pictures illustrating the Triumphal entry.

☛ Solo, "Abide With Me," illustrated by lantern pictures—Miss Grace Ames.

☛ "The King Coming to His Own," sermon by Dr. Coffman.

Similar services each evening during Holy Week, March 20-27, with lantern pictures from Tissot's Paintings & illustrated songs by Miss Grace Ames and Mrs. Amelia Schmidt Gobbie.

COME EVERYONE!

church by a great publishing campaign can win men. Attracting men to Christianity is a personal work and they must be won individually."

In Omaha the ministers have been making a practice of sending out postal-cards, requesting the recipient to attend church at least once each Sunday for a period of two months, the fact being recognized that church-going and staying-at-home are largely matters of habit. Perhaps such a system as

NATIONAL ASSOCIATION OF ADVERTISING MANAGERS.

At a meeting on June 24th, called to consider the organization of an American Association of Advertising Managers, the following officers were elected:

E. St. Elmo Lewis, advertising manager for the Burroughs Adding Machine Company, was elected president, and other officers chosen as follows: Vice-president, G. H. Hawkins, of N. K. Fairbank & Co., Chicago; treasurer, H. M. Graves, of the McCrum-Howell Company, of New England; executive board: C. W. Deardin, Mit-teague (Mass.) Paper Company, temporary chairman; J. H. Weddell, Gage Bros. Company, Chicago; L. H. Martin, Globe-Wernicke Company, Cincinnati; L. C. Covell, Macey Company, Grand Rapids; L. C. McChesney, National Phonograph Company, Orange, N. J.; L. R. Greene, Sherwin-Williams Company, Cleveland; H. W. Ford, Chalmers Motor Car Company, Detroit; A. C. Reilly, Remington Type-writer Company, New York; O. C. Harn, National Lead Company, New York; H. G. Ashbrook, Glidden Varnish Company, Cleveland; W. H. Ingersoll, Ingersoll Watch Company, New York; G. S. Parker, Parker Pen Company, Janesville, Wis.; F. T. Joy, Mal-lory Company, Danbury, Conn.

These men pledged themselves to the new organization. Many other men well known in the advertising field sent letters giving support and expressing their approval of the Association's purposes. These are announced as follows:

First, it is proposed to advertise advertising, i.e., to enlist the support of the publishers in the United States in a campaign for the creation of greater confidence in advertised and trade-marked products.

Second, a campaign among retailers through the trade press and direct work before retail conventions.

Third, a campaign of education among the publishers that legitimate advertising shall not be compelled to stand the competition in their columns of fake investment scheme and immoral advertising.

The Chamber of Commerce, of Richmond, Va., is planning for a permanent exhibit of Richmond products to be housed in a suitable building as an advertising feature.

Brain Salesmen—

Advertising men. When the day's work has wrung your brains and your nerves dry—when you're so tired you begin to think you're worked out



Drink a Glass of

Coca-Cola

It will cheer and refresh you. Like a
between meals cup of tea or coffee.
But better for you—more delicious.

5c Everywhere

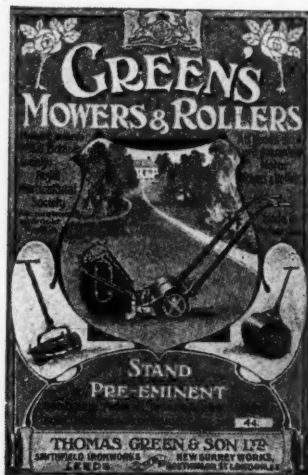
Whenever
you see an
Arrow think
of Coca-Cola

COMMERCIAL ART

Advertisements offered for criticism in this department may be addressed direct to Mr. Ethridge at 25 E. 26th Street, New York

By **GEORGE ETHRIDGE**

Illustration No. 1 is shown as another example of what we referred to last week, the proclivity of some advertisers to crowd too much detail into their drawings.



NO. 1

There is no doubt that on a greatly enlarged scale this lawn mower advertisement would be more attractive and readable, but for the four-inch space it occupies there is entirely too much matter, and the artist's effort is lost.

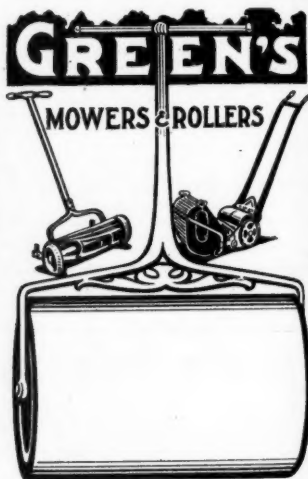
Illustration No. 2 would serve the purpose better and be much more likely to sell lawn mowers and rollers, as it leaves out the landscape on the assumption that every American knows the purpose of a lawn mower.

* * *

There are just exactly six reasons why this advertisement of Mr. Clemminshaw is not a good one. The first reason is that very few people will take the trouble to read it on account of the diffi-

culty of focusing eyes to the text.

This being the case, the other five reasons are superfluous. An advertisement that is not legible and readable does poor justice to



NO. 2

its subject and poorer yet to the man who pays the bill.

Fortunately in a mail-order

STYLE AND ECONOMY
For the Well-Dressed Man.

Why not buy your furnishings direct from the Manufacturer? You save all profits except the makers. You get the latest styles and perfect fit. Mr. Green's

Maker or Wearer?

trades reaches thousands of regular customers particularly men who pride themselves on being well dressed. Write at once for free illustrated

Booklet of Men's Furnishings.

It tells and shows you all of my exclusive specialties, latest styles. Special feature "Silverite" Handkerchiefs, Collared and Cuffs, Poplin Silk Scarfs with sample prices. Plain and Hand Knit Scarfs, Stockings, Hosiery, Socks, and Linen Handkerchiefs. Men's Jewelry, Handkerchiefs, Men's Garters, Muller's Socks, Hair Dress, Fashionable Shirts.

My Guarantee: Money back if not satisfied.

Re-orders from thousands of customers show that I give good values and satisfaction. Send a trial order. References—any Troy Bank.

C. G. CLEMINSHAW, 280 River St., Troy, N. Y.

business such as this is, mistakes of this nature expose themselves quickly. Nothing like the mail-order test to tell whether an advertisement is good, bad or indifferent. Each day's mail checks the advertising.

* * *

There is a very agreeable touch to this advertisement of Dean's Cake Assortments. The drawing and posing are good, and it has that close and intimate feeling that is supposed to go with afternoon tea on the porch when the men folks are under dissection and the conversation is running along interestingly.

The text of the ad is not obtrusive in display, and, taking it altogether, the advertisement makes a decidedly pleasing im-

Dean's
CAKE ASSORTMENTS
for COUNTRY HOMES

To the Summer Houses, Dean's Assortments of Delicious Cakes are of great assistance. Twenty different assortments of Cakes that are dainty and uncommon and ideal for Afternoon Tea, Luncheon, Dinners, Motor and Yachting Trips, etc. Packed carefully in painted tins to keep perfectly fresh.

Assortments at \$2.00, \$3.00, \$4.00, \$5.00, and \$12.00 each.

Expressage Prepaid.
To any express point within 100 miles of New York City
Send for Circular, Brochure, Booklet giving details
of the assortments and full information
620 Fifth Avenue, New York



pression. If it does not sell Cake Assortments it will not be the fault of its attractiveness.

* * *

English advertisers in the wet goods line seem to imagine that everybody must of necessity know their products and in their advertising they studiously avoid giving any information regarding them.

New Yorkers are just now being informed through several bulletin announcements that somebody's Scotch whiskey is "still going strong," while still other painted panels show us a couple of flunkies down cellar approach-

ing a huge barrel of somebody's smoky stuff with a lighted candle half shaded and a mysterious atmosphere of silence, stealth and



subterfuge. We present here another more or less ghostly seance that savors of Sherlock Holmes and the mysterious midnight visitor.

Out of the gloom we hear a shadowy voice repeat "first in the good old days and first today," then with glasses lifted the pact is presumably sealed and the ghost departs to his native nothingness.

Wherefore all this mystery and enigma? Why these sub-cellular puzzles? Why not bring these whiskies up in the daylight and tell us something about their quality in understandable language?

We don't know anything about the "good old days" in England. The good old nights in New York on the roof gardens are what interest whiskey drinkers.

At the session of the Commercial Congress of Georgia, recently held, a vote was taken endorsing a bill now before the Georgia Legislature which provides that a city or town may spend any part of its funds for advertising. This bill will come up for final passage at the next session of the Legislature.

The Advertisers Club, of Cincinnati, had a Newsboys' Day, June 8th, at which time it was the host of an enthusiastic group of paper sellers. The boys were addressed by B. S. Brewer on the subject "Special Editions."

A petition in bankruptcy has been filed against the Travel Bureau, Inc., publishing the *Travel Magazine*. The petition is signed by Bulky, Denton & Co., Isaac H. Blanchard & Co. and the Vogue Company. Liabilities have been stated as \$36,000.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENCIES

H. W. KASTOR & SONS ADVERTISING CO., Laclede Building, St. Louis, Mo.

ALBERT FRANK & CO., 26 Beaver St., N.Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

ADVERTISING MEDIA

THE Textile Manufacturer, Charlotte, N. C., leading textile publication South. Circulation increased 80% past year.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE producer of results in the Middle West, where farmers have big money, is *Farm Life* of Chicago. Address DEPARTMENT F. I. for sample copy and rates.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 180,000 copies per day.

ARTIST

ADVERTISING ARTIST

Understands how to put sales ability into copy and illustrations for newspaper, trade paper or magazine advertising. Also follow-up literature that is unique for its originality and economical because of its positive selling qualities. Room 814, 253 Broadway.

AD. WRITERS

Mr. Retail Dealer—Your advertising plans carefully prepared by mail. Write me to day. Newspaper—booklets—follow-up letters. **Charles L. Wilhelm, American Building, Baltimore, M. D.**

BILLPOSTING

FRED PEEL, official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA,** Times Building, New York City. Send for estimates.

BUSINESS OPPORTUNITIES

If you have a circular or any other bit of advertising "Doings" with which you are not altogether satisfied, send it to me and I'll do this: I'll suggest a scheme for its distinct betterment and quote you prices on any specified quantity of such a re-constructed document, and I'll not charge you one red cent for "SO-DOING." **FRANCIS I. MAULE, 401 Sanson Street, Philadelphia.**

Pacific Coast Evening Daily

in growing small city, is represented to have made a profit of \$6,581.00 in 1909 after paying manager a salary of \$150.00 per month. Annual business \$21,000.00. Owner wishing to get out of newspaper business will sell for \$12,000.00 cash. Equipment includes linotype, Cottrell drum cylinder, and two job presses. Apparently a great bargain. Proposition No. 16. **C. M. PALMER, Newspaper Broker, 277 Broadway, New York.**

ENGRAVING

PERFECT copper half-tones, 1 col. \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.**

KITAB ENGRAVING CO. (Inc.), 401 Lafayette St., New York, makers of half-tone color, line plates. Prompt and careful service. Illustrating. **TELEPHONE: 1664 SPRING.**

FOR SALE

KLAUS PERFECTING PRESS.—4 to 40 pages in colors, size of plate 10x14 inches; 20,000 per hour. Curving machine and 25 H. P. motor. All for \$2,500.00. **W. G. DAVIS, No. 6158 Michigan Avenue, Chicago.**

HELP WANTED

AGENTS in every section wanted to sell our cuts and mats on commission. A good Side-Line proposition. The "SHOE CUT SHOP," Washington, D. C.

EXPERIENCED, up-to-date advertising manager for large whiskey house; one who can get up attractive circular and advertising matter and place newspaper advertising throughout the country; state fully experience, reference and salary required. Permanent. Address Box 777, Kansas City, Missouri.

ADVERTISING SOLICITORS

offered part time representation in New York, Chicago, St. Louis and Kansas City of a high class financial, banking and insurance weekly. Those who can also act as correspondents preferred. May have other class and trade journals to represent if desired. Good income assured to the right men. State all connections, etc. Address **MANAGER**, Western Finance, Central Building, Seattle, Wash.

REGISTRATION FREE, RATES REDUCED. We are offering excellent opportunities to newspaper desk men, reporters, advertising solicitors, circulation men, linotype operators, ad and job compositors, pressmen, etc. Ask for our new terms. All departments represented. No branch offices. Established 1888. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass

WANTED

Art Department Head

A versatile Advertising Artist with initiative and commercial experience can make a valuable permanent connection. A good clean record is essential. Write, giving complete information showing who you've worked for—what you have, and salary expected. **M. P. GOULD COMPANY**, 31 East 22nd Street, New York.

Experienced Advertising Manager

toilet goods trade. We need the services of a thoroughly capable advertising manager or an agency man who knows how to market articles sold at toilet counters and in drug stores. To the right man we offer exceptional opportunities for a permanent high salaried position. Must have a clean record and work already done show marked efficiency and success. Make an appointment and discuss in strict confidence your capabilities and the opportunities of this position. **M. P. GOULD COMPANY**, 31 East 22nd St., New York.

INFORMATION AND ILLUSTRATIONS

ASK THE SEARCH-LIGHT
Anything You Want to Know.
341 Fifth Avenue, New York.

MAILING LISTS

Oppenheim Guaranteed Mailing

Lists are compiled along original lines. They have unusual merit. Send for particulars and free list of lists. **RAMSEY OPPENHEIM**, 266 Market Street, San Francisco, Cal.

MISCELLANEOUS

I WANT to get in touch with some Manufacturers or Wholesale House, issuing retail Catalogues for a Mail Order Business. State terms and nature of Articles. Address, **GEO. C. LEIBFRIED**, North Yakima, Wash.

WANTED—By a successful magazine publisher a Daily Paper in some good town of 25,000 to 100,000. Must be cheap. Central west preferred. No objection to run-down daily, if field is good. If possible, state approximate price for control or all of stock. Prefer to deal with owners direct. Correspondence will be kept confidential. "PUBLISHER," Box 1090, Kansas City, Mo.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. B. LACEY**, Washington, D. C. Established 1869.

POSITIONS WANTED

A Man of Unusual Experience

Successful advertising man; 10 years' experience developing advertising in America, England and France. Able writer of advertising that fulfills its purpose. Keen business man. Practical knowledge of engraving, printing, make-up and technical details. Age 27. Englishman. Desires change. Preferably with commercial house or magazine requiring a creative advertising man. Address "T. P.," care of **Printers' Ink**.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. **WINTHROP PRESS**, 419 Lafayette St., N. Y.

If you want a position or want to employ an advertising man, try a **PRINTERS' INK Classified ad.**

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1909, 20,628. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

COLORADO

Denver, Post, has a paid circ. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average circ., 1909, 21,092.

This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT

Bridgeport, Morning Telegraph, daily average for April, 1910, sworn, 13,229. You can cover Bridgeport by using **Telegraph** only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average for 1908, 7,726; average for 1909, 7,729.

Meriden, Morning Record & Republican. Daily aver. 1908, 7,729; 1909, 7,729.

New Haven, Evening Register, daily. Aver. for 1909 (sworn) 17,109 daily 2c.; Sunday, 13,229, 5c. Largest and best circulation in New Haven.

New Haven, Union. Average year, 1909, 12,547. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Average 1909, 6,736. Used by all leading advertisers.

Norwalk, Evening Hour. Average circulation exceeds 3,900. Carries half page of wants.

Waterbury, Republican. Average for 1909, Daily, 6,661; Sunday, 7,031.

Waterbury, Herald. Sundays. Average circulation for 1909, 13,887 net paid.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday Average, 1st quarter 1910, 40,167 (© ©).

FLORIDA

Jacksonville, Metropolis. Average, February, 1910, 14,414. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union. Average month of May, 1910, Sunday, 24,644; daily, 20,623. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

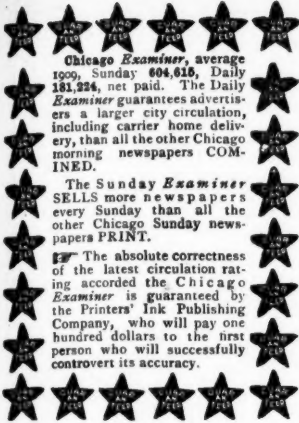
ILLINOIS

Belvidere, Daily Republican entitled to Roll of Honor distinction. Need more be said?

Champaign, News. Leading paper in field. Average first five months, 1910, 8,161.

Chicago, Breeder's Gazette, a weekly farm newspaper. \$1.75. Average sworn circulation year 1909, 78,496 and all quality. Rate, 35 cents, flat.

PRINTERS' INK



Chicago Examiner, average 1909, Sunday 604,615, Daily 181,324, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago Record-Herald. Average 1909, daily net paid, 139,176; Sunday net paid, 193,831. Daily, two cents; Sunday, five cents. The home newspaper of the Mid West. Circulation and advertising books open to all advertisers.

The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Joliet, Herald, evening and Sunday morning. Average for 1909, 6,836.

Peoria, Evening Star. Circulation for 1909, 20,874.

Sterling, Evening Gazette, average circulation for 1908, 4,409; 1909, 6,122.

INDIANA

Evansville, Journal-News. Average, 1909, 11,943. E. Katz, S. A., N. Y.

Princeton, Clarion-News, daily and weekly. Daily average, 1909, 1,702; weekly, 2,674.

South Bend, Tribune. Sworn average May 1910, 11,807. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1909, 9,130. "All paid in advance."

Davenport, Times. Daily av. May, '10, 16,458. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Times-Journal, morning and eve. Daily average, 1909, 12,468; Sunday, 14,602.

Washington, Eve. Journal. Only daily in county. 2,009 subscribers. All good people.

Waterloo, Evening Courier, 52nd year; net av. June, '09-June, '10, 6,231. Waterloo pop., 27,000.

KENTUCKY

Lexington, Herald. D. av., '09, 6,872. Sunday, 7,802. Week day, 6,697. "When you advertise in Lexington Herald, you cover Central Kent'cky."

Louisville, The Times, evening daily, average for 1909 net paid 45,438.

MAINE

Augusta, Kennebec Journal, daily average 1909, 9,168. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1909, daily 9,923; weekly, 27,763.

Portland, Evening Express. Average for 1909, daily 15,219. Sunday Telegram, 10,506.

MARYLAND

Baltimore, American. Daily average for 1909 76,976; Sunday, 98,435. No return privilege.

Baltimore, News, daily News Publishing Company. Average 1909, 85,416. For May, 1910, 81,087.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average circulation. Daily (2 cents a copy) 1909, 180,278; Gain, 3,981 Sunday 1909, 323,069; Gain, 3,279 Advertising Totals: 1909, 7,335,279 lines Gain, 1909, 465,579 lines

2,504,359 more lines than any other Boston paper published. Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.



Human Life, The Magazine About People. Guarantees and proves over 200,000 copies monthly.

Fall River, Globe. The clean home paper. Best paper. Largest circ. Actual daily av. 1909, 7,683.

Lawrence, Telegram, evening, 1909 av. 8,888. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1907, 16,623; 1908, 16,396; 1909, 16,639. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

Boston Post's GREATEST May

AVERAGE MAY, 1910

The Sunday Post
257,629

Gain of 12,154 Copies
Per Sunday over May, 1909

The Daily Post
313,603

'Gain of 37,590 Copies
Per Day over May, 1909

Salem, *Evening News*. Actual daily average for 1909, 18,874.

Worcester, *Gazette*, evening. Av. '09, 16,775; first 4 mos. '10, 17,256. Largest ev'g circulation.

Worcester, *L'Opinion Publique*, daily (©©). The only Gold Mark French daily in the U. S.

MICHIGAN

Detroit, *Michigan Farmer*. Read by all Michigan farmers. Ask any advertiser. 80,000.

★ Jackson, *Patriot*, Aver. May, 1910, daily 10,982, Sunday 11,978. Greatest circulation.

Saginaw, *Courier-Herald*, daily. Only Sunday paper; aver. for 1909, 14,279. Exam. by A.A.A.

MINNESOTA

Minneapolis. *Farm, Stock and Home*, semi-monthly. Actual average for six months ending June 30, 1910, 103,916.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 1909, 26,567

Minneapolis, *Svenska Amerikanska Posten*. Swan J. Turnblad, pub. Av. 1909, 54,456. A.A.A.

CIRCULATION

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for four months ending December 31, 1909, 88,197. Average circulation of Sunday *Tribune* for same period, 73,121.



by Printers' Ink Publishing Company

★ Minneapolis, *Journal*, Daily and Sunday (©©). In 1909 average daily circulation evening only, 73,139. In 1909 average Sunday circulation, 74,396. Daily average circulation for May, 1910, evening only, 76,310. Average Sunday circulation for May, 1910, 80,092. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field. ★



MISSISSIPPI

Biloxi and Gulfport, *Herald*, evening. Daily circulation for 1909, 1,109; January, 1910, 1,221

MISSOURI

Joplin, *Globe*, daily. Average, 1909, 16,113. E. Katz, Special Agent, N. Y.

St. Joseph, *New-Press*. Circulation, 1909, 38,852. Smith & Budd Company, Eastern Reps.

St. Louis, *National Druggist* (©©), Mo. Henry R. Strong, Editor and Publisher. Average for 1909, 9,084. Eastern office, 508 Tribune Bldg.

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1909, 119,083.

NEBRASKA

Lincoln, *Deutsch-American Farmer* weekly. 143,208 for year ending Dec. 31, 1909

Lincoln, *Freie Press*, weekly. Average year ending Dec. 31, 1909, 143,054.

NEW JERSEY

Camden, *Daily Courier*. Actual average for year ending December 31, 1909, 9,142.

Jersey City, *Jersey Journal*. Average for 1909, 24,196. Last three months 1909, 24,684.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Ave. 1c-'07, 20,270, '08, 21,326; 2c-'09, 19,062; March, '10, 20,263.

NEW YORK

Albany, *Evening Journal*. Daily average for 1909, 16,921. It's the leading paper.

★ Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1909, 52,905.

Buffalo, *Courier*, morn. Average, Sunday, 86,737. daily, 46,284; *Enquirer*, evening, 26,896.

Buffalo, *Evening News*. Daily average for 1907, 94,843; 1908, 94,033; 1909, 94,307.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1909, 6,636.

Mount Vernon, *Argus*, eve. Daily av. cir. year ending Dec. 31, 1909, 4,931. Only daily here.

Newburgh, *Daily News*, evening. Average circulation entire year, 1909, 6,718. Circulates throughout Hudson Valley. Examined and certified by A.A.A.



NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, first four months, 1910, 10,999.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1909, 7,666.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, 25,903 (©).

Leslie's Weekly, 325 Fifth Avenue, Leslie-Judge Co. Over 250,000 guaranteed.

The Tea and Coffee Trade Journal. Average circulation for 12 months to January 1, 1910, 4,541; August, 1909 issue, 20,000.

The World. Actual average, 1909, Morning, 300,003. Evening, 399,869. Sunday, 460,958.

Toughkeepsie, Star, evening. Daily average year, 1909, 6,013; February, 1910, 5,847.

Schenectady, Gazette, daily. A. N. Liecby. Actual Average for 1909, 17,470.

Schenectady, Star. Aver May, 1910, 12,816. Sheffield Special Agency, Tribune Bldg., N. Y.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1909, daily 32,458; Sunday, 40,922.

Troy, Record. Average circulation 1909, 21,320. Only paper in city which has permitted A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo. Average for 1909, 2,553.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1909, 16,117.

NORTH CAROLINA

Charlotte, News. Evening and Sunday Aver., 1907, 5,393; 1908, 5,782; 1909, 7,346. Try it.

NORTH DAKOTA

Grand Forks, Normanden. Norwegian weekly. Actual average for 1909, 9,460.

OHIO

Cleveland, Plain Dealer. Est. 1841. Actual average for 1909: Daily, 30,938; Sunday, 103,586. For May, 1910, 83,901 daily; Sunday, 112,707.

Columbus, Midland Druggist and Pharmaceutical Review. 43rd annual volume. Best medium for reaching druggists of the Central States.

Youngstown, Vindicator. D'y av., '09, 16,338; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, The Oklahoman. May, 24,363 weekday, 40,111 Sunday. E. Katz, Agent, N. Y.

OREGON

Portland, The Evening Telegram is in its 33d year. Owns exclusive Associated Press afternoon franchise. Sworn average circulation for December, 29,270. In purely local mercantile advertising it printed 313 more pages in 1909 than in 1908. It printed 179 more pages of local mercantile advertising in 1909 than its nearest local contemporary. Its circulation covers Portland and its suburbs like a plaster.

Portland, The Oregonian, (©). April average circulation. Sundays, 55,576; Daily, 44,826. For 50 years the great newspaper of the Pacific Northwest. More circulation, and carries more foreign, more local, and more classified advertising than any other Oregon newspaper.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1909, 7,785. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

Erie, Times, daily. 21,518 copies May aver. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Harrisburg, Telegraph. Sworn average May, 1910, 17,178. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

Johnstown, Tribune. Average for 12 mos., 1909, 12,467. April, 1910, 13,860. Only evening paper in Johnstown.

In Philadelphia It's The Bulletin

Net Daily Average for May, 1910

237,122

COPIES A DAY

A copy for nearly every Philadelphia home.

"THE BULLETIN" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Chicago Office,
J. E. Verree. Heyworth Bldg.
New York Office,
Dan A. Carroll, Tribune Bldg.

Philadelphia, Confectioners' Journal, mo. Average 1908, 5,517; 1909, 5,522 (©).

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.





Philadelphia. The *Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Feb., 1910, 85,064; the Sunday *Press*, 163,995.

Washington. *Reporter and Observer*, eve. and morn. dy. av., '09, 11,843. Feb., '10, 12,394.



West Chester. *Local News*, daily, W. H. Hodgson, Ave. for 1909, 18,860. In its 36th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre. *Times-Leader*, evening; daily net circulation March 1910, 17,564, guaranteed.

York. *Dispatch and Daily*. Average for 1909, 20,015

RHODE ISLAND

Pawtucket. *Evening Times*. Average circulation, 1909, 19,033—sworn.



Providence. *Daily Journal*. Average for 1909, 21,858 (©©). Sunday, 26,125 (©©). *Evening Bulletin*, 46,991 average 1909.

Westerly. *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1909, 5,257.

SOUTH CAROLINA

Charleston. *Evening Post*. Evening. Actual daily average 1909, 8,311. March, 1910, 5,785.



Columbia. *State*. Actual average for twelve months, 1909, daily (©©) 14,436, Sunday (©©) 14,959.

Spartanburg. *Herald*. Actual daily average circulation for 1909, 2,630.

TENNESSEE

Memphis. *Commercial Appeal*, daily, and Sunday, average year, 1909: Daily, 48,978; Sunday, 70,179. Smith & Budd Company, Representatives, New York and Chicago.

Nashville. *Banner*, daily. Average for year 1907, 36,206; for 1908, 36,564; for 1909, 40,086.

TEXAS

El Paso. *Herald*, 1909 average, 9,660. Only El Paso paper examined by A. A. A.

VERMONT

Barre. *Times*, daily. F. E. Langley, Av. 1909, 8,331. 1st 4 mos., '10, 6,718. Examined by A. A. A.

Burlington. *Free Press*. Daily average for 1909, 5,773. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier. *Argus*, dy., av. 1909, 3,348. Only Montpelier paper examined by the A. A. A.

St. Albans. *Messenger*, daily. Average for 1909, 3,184. Examined by A. A. A.

VIRGINIA

Danville. *The Bee*. Average April, 1910, 4,125; May, 4,030. Largest circulation. Only eve. paper.

WASHINGTON

Seattle. *The Seattle Times* (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Dec. '09, cir. of 64,246 daily, 84,362 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1909 *Times* beat its nearest competitor 2,756,064 lines.

Tacoma. *Ledger*. Average 1909, daily, 18,798. Sunday, 26,165.

Tacoma. *News*. Average for year, 1909, 18,829.

WISCONSIN

Janesville. *Gazette*. Daily average, May, 1910, daily 8,308; semi-weekly, 1,768.

Madison. *State Journal*, daily. Actual average for Jan., 1910, 6,960.

Milwaukee. *Evening Wisconsin*, daily. Average for 12 mos. ending Dec. 31, 1909, 37,122 (©©). The great Home Paper of Wisconsin.



Milwaukee. *The Milwaukee Journal*, (evening daily). Average in May, 1910, 64,520; gain over May, 1909, 4,056 daily; average for 12 mos., 60,810 daily. Covers over 60% of Milwaukee homes. Supreme in classified and display advertising. Rate 7 cents flat.

Oshkosh. *Northwestern*, daily. Average for Dec., 1909, 9,801. Examined by A. A. A.

Racine. *Daily Journal*. May, 1910, circulation, 5,043. Statement filed with A. A. A.



The Wisconsin Agriculturist

Racine, Wis. Established 1877. Actual weekly average for year ended Dec. 31, 1909, 60,486. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

WYOMING

Cheyenne. *Tribune*. Actual net average year, 1909, daily, 5,125; semi-weekly, 4,994.

BRITISH COLUMBIA

Vancouver. *Province*, daily. Average May '09, 18,131; May '10, 20,906; daily average for '09, 18,420. H. DeClerque, United States Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg. *Free Press*, daily and weekly. Average for 1909, daily, 40,890; daily May, 1910, 44,874; weekly 1909, 27,080; May, 1910, 26,328.

Winnipeg. *Der Nordwestern*. Canada's National German weekly. Av. 1909, 18,163. Rates 56c. in.

Winnipeg. *Telegram*, dy. av. May, '10, 31,785, (Saturday av., 36,460). Farmers' Weekly, same period, 30,000.

QUEBEC, CAN.

Montreal. *La Presse*. Average for April, 1910, daily 97,365.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word. THE Denver *Post* prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington. D. C. (☆☆), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Chicago *Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

You'll be satisfied with your "Want Ad" in **THE INDIANAPOLIS STAR**

Indiana's leading "Want Ad" Medium. Circulation 75,000. Publishes more classified advertising than any other paper in Indiana. Rate One Cent Per Word.

Only Sunday Paper in Indianapolis.

The Indianapolis Star
INDIANAPOLIS, IND.

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns



THE Boston *Globe*, daily and Sunday, for the year 1909, printed a total of 460,465 paid Want Ads; a gain of 42,557 over 1908 and 308,023 more than were printed by any other Boston newspaper.



MINNESOTA

CIRCULATION THE *Tribune* is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the year ending 1909, 2,233,819 lines of classified advertising. Rates: 1 cent a word, cash with order; or 10 cents a line, where charged by Printers' Ink Pub. Co. —daily or Sunday.



THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.



THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in May, 1910, amounted to 277,592 lines; the number of individual ads published were 34,555. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

NEW JERSEY

THE Jersey City *Jersey Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

OHIO

THE Youngstown *Vindicator*—Leading Want Ad Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 35,290. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

SOUTH DAKOTA

THE Aberdeen *Daily American*—the popular Want Ad medium of the Dakotas.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

(OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

Out of a total of over 23,480 publications in America, 125 are distinguished from all the others by the so-called gold marks (OO).

ALABAMA

The Mobile Register (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, first quarter, 1910, 40,187 (OO).

GEORGIA

Atlanta Constitution (OO). Now as always, the Quality Medium of Georgia

ILLINOIS

Bakers' Helper (OO). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (OO). Actual average circulation for 1908-10, 16,902.

KENTUCKY

Louisville Courier-Journal (OO). Best paper in city; read by best people.

MAINE

Lewiston Evening Journal, daily, average for 1909, 1,821; weekly, 17,598 (OO); 1.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (OO).

Boston *Evening Transcript* (OO), established 1830. The only gold mark daily in Boston.

Boston, *Textile World Record* (OO). Not an "organ,"—but the leading textile magazine.

Worcester *L'Opinion Publique* (OO). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (OO). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(OO) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (OO).

NEW YORK

Army and Navy Journal, (OO). First in its class in circulation, influence and prestige.

Brooklyn Eagle (OO) is THE advertising medium of Brooklyn.

Century Magazine (OO). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (OO). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (OO) established 1874. The leading electrical journal of the world. Average first quarter, 1910, 19,116 weekly. McGraw Publishing Co.

Engineering News (OO). Established 1874. The leading engineering paper in the world. Av. circulation over 17,250 weekly.

Engineering Record (OO). The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. MCGRAW PUBLISHING COMPANY.

The Evening Post (OO). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post."—Printers' Ink.

New York Herald (OO). Whoever mentions America's leading newspapers mentions the New York Herald first.

Scientific American (OO) has the largest circulation of any technical paper in the world.

The New York Times has a greater daily sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (OO), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (OO) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (OO), established 1861. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The Press (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. February, 1910, sworn net average, Daily, 85,064; Sunday, 163,996.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (OO), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The State (OO), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark (OO). Oldest and most influential paper in tidewater.

WASHINGTON

The Seattle Times (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax Herald (OO) and the Evening Mail. Circulation 16,537, flat rate.

Business Going Out

Sherman & Bryan, Inc., New York, are sending out 5,000 lines in the South for the Gordon Suspender Company.

Staples & Lemons, Inc., Richmond, Va., are asking newspapers, magazines and farm papers for latest rate-cards.

Orders for "Othine," a freckle cure, are being sent out generally by Wylie B. Jones, of Binghamton, N. Y.

The Cellaret Supplies Company, through J. Walter Thompson, New York, is using 1,000 lines in the South.

The above agency is also sending out additional orders to complete the fall year for Horlick's Malted Milk.

Pacific Coast papers are receiving orders from E. H. Clarke, Chicago, for 14,000 lines, to be used for the Val Blatz Brewing Company, of Milwaukee.

Till-forbid orders for 12 inches, three times a week, are going out direct from the Acme Brewing Company, of Macon, Georgia.

The Meade Agency, Chicago, is sending Southern papers orders for the insertion of 14 lines, 30 times, for the new Arlington Hotel.

The Meyers Agency, Rochester, N. Y., is asking for rates.

The Bridgeport Finishing Company, through the Federal Agency, is placing orders for 6 inches, e.o.d., for nine weeks.

5,000-line renewal orders are being sent out for "India Tea" by F. C. Williams, New York.

The W. H. Dilg Agency is contracting with Eastern papers for 1,000 lines to be used for Anheuser Busch.

A. V. Samuel, 118 East 28th Street, New York City, is sending out requests for rate-cards.

The Morse International Agency, New York, is making contracts with newspapers for the Rumford Chemical Works. Space totals 416 inches to be used within one year.

Additional orders are going out to farm papers in the North and West for Pyle & Co., Petersburg, Va. Staples & Lemond, of Richmond, are handling the account.

Ninety-five inches are being used by the Boston Varnish Company through the Wyckoff Agency, of Buffalo, N. Y.

The Amsterdam Agency, New York, is sending out 50 lines, three times, to papers in the East, for O-te-saga, Cooperstown, N. Y.

The Vreeland Agency, New York, is using 21 lines, double column ads, for a total of 26 insertions, in a selected list of papers. The business is for the Batcheller Importing Company (Bathasweet).

H. E. Lesan, New York, is placing some special copy with Vermont papers for the National League of Medical Freedom.

The New York office of Lord & Thomas is sending Coast papers 3,000-line contracts, for the McCrum-Howell Company.

The Boston International Agency is sending Southern papers 17,000-line contracts for "Bloodine."

BOSTON ITEMS.

The Colonial Navigation Company, a new steamship line between Providence and New York, is making additional contracts with New England papers on an exchange basis. The orders are for three inches every other day, six months.

Some additional advertising for the Massachusetts Breweries Company, for King's Bohemian Beer, is being placed by the H. B. Humphrey Company.

The Old Colony Brewing Company, Fall River, Mass., is using New England dailies in license towns with ten-inch copy 26 times.

The Arnold Shoe Company, North Abington, Mass., will consider advertising plans early in the fall. All of the publicity will be handled by the P. F. O'Keefe Agency, Carney Building, Boston.

True's Elixir, the product of the Dr. J. F. True Company, Auburn, Maine, is being advertised in a large list of papers through the Boston office of N. W. Ayer & Son.

Some half-page copy has been appearing in a few New England papers for the Curtis Publishing Company. The campaign is to influence manufacturers to advertise, especially those engaged in textile business. Special reference is made to the *Ladies' Home Journal* and the *Saturday Evening Post*.

The Vose Piano Company, Boylston street, Boston, is considering plans for a national campaign in general publications. The list of mediums is made up in July. The account is placed by the New York office of the J. Walter Thompson Company.

The Block Light Company, Youngstown, Ohio, are using New England newspapers for their advertising. The contracts are placed by Lord & Thomas, Chicago.

Bowler Bros., brewers, Worcester, Mass., are using a few New England papers exploiting their product.

The usual list of the Potter Drug & Chemical Company advertising Cuticura Soap, having been made up, no additional mediums will be added until about October 1st. At that time a few newspapers and general publications will be taken on.

The newspaper list of the Walter Baker Company, 45 Broad street, Boston, has been decided upon. Contracts are being placed at the present time with newspapers throughout the country. All of this advertising is placed direct.

The C. Brewer Smith Agency is asking for rates from New England papers on pure readers.

It is rumored that the Simplex Electric Heating Company is soon to have a new advertising manager who will make up a new list of mediums for the fall campaign. A radical change in their advertising policy is contemplated.

Coates & Co., Lynn, Mass., manufacturers of Venus Cosmetics specialties, are asking for rates from high-grade weeklies.

The Creamery Package Manufacturing Company, Rutland, Vt., is sending out orders for 2 1/4-inch d.c. space on the advertising of their Green Mountain Silos. Agricultural papers are used and the business is placed direct.

The Edwin Shivel Advertising & Selling Agencies have closed up another automobile account in Pittsfield, Mass. The Berkshire Company is to resume manufacturing on a larger scale. Contracts for good-sized space will be sent out to automobile trade journals.

The Morse International Agency is ordering 1,000-line renewals for the Potter Drug & Chemical Company.

The J. Walter Thompson Company is sending out contracts on still more additional lists of Canadian newspapers for the Robert Simpson Company, Toronto.

The J. Walter Thompson Company is signing Southern papers for 1,000 inches over a period of twenty weeks for a baby powder campaign for the Patten-Worsham Drug Company, Dallas, Tex.

The Adolph Deimel Agency, New York, is ordering space for July issues in German dailies and farm papers for the F. Westpfal Cutlery Manufacturing Company, sixty-six lines. In the fall a campaign in Western German papers and English papers will be inaugurated.

Space for St. Ledger Whiskey is being signed up by the Joseph Traxler Company, Cincinnati.

The Levens-Nichols Agency, Chicago, is ordering 10,000 lines in the West for the Sanchez-Y-Haya Cigar Company.

The Gardiner Agency, St. Louis, is ordering 5,000 lines for the Sanitol Chemical Laboratory Company in the West.

The Johnson-Dallas Company, Atlanta, is ordering 5,000 lines for the Charles Reif interests, of Chattanooga, Tenn.

The Gardiner Agency, St. Louis, is sending out 5,000-line contracts in the West for the Hamilton-Brown Shoe Company.

The Blaine-Thompson Agency, of Cincinnati, O., is ordering two inches, sixty-eight times, in the West for the Evans Chemical Company.

The Darlow Agency, Omaha, is sending out fourteen lines, twenty-four times, in the west for Brownell Hall, Omaha.

J. P. Stevens Engine Company, Atlanta, Ga., is ordering two inches Sunday, t. f., in the South through the Massengale Agency, Atlanta.

Taylor & Billingslea, Chicago, have been appointed Western representatives of *The Practical Farmer*.

The Luncheon Club, of the Pilgrim Publicity Association, was addressed, on June 22d, by Major Chas. H. Cole, of the First Corps Cadets, M. V. M. Major Cole talked on "The National Guard and Its Needs." The luncheon of June 29th was addressed by James P. Munroe, managing director of Boston—1915.

The annual field day of the Pilgrim Publicity Association will be held on July 19th, at Lake Quinsigamond, near Worcester, Mass. In addition to the large number of Pilgrims in Boston who will attend, there will be delegations from Worcester, Springfield, Providence and other nearby cities. It is planned to have sports of all kinds, including a ball game between the agents and solicitors, an entertainment in the theater, a banquet and many other attractive features.

The Amazing Growth of "Printers' Ink"

A business that increases 10% over the previous year is considered to be doing satisfactorily.

A business that increases 20% is said to be doing very well indeed. While a 30% growth is exceptional.

What, therefore, can be said of the growth of PRINTERS' INK which shows a 59% increase in the amount of display advertising carried in 1910 over 1909? Here are the figures:

	1909		1910		Gain.
Jan.	101 $\frac{1}{4}$	Pages	181 $\frac{7}{8}$	Pages	79 $\frac{1}{2}$ %
Feb.	75 $\frac{3}{4}$	"	151 $\frac{3}{4}$	"	100%
March	128 $\frac{5}{8}$	"	217	"	67%
April	133	"	169	"	27 3/5%
May	105 $\frac{3}{4}$	"	149 $\frac{1}{2}$	"	41 3/10%
June	105	"	164 $\frac{3}{4}$	"	57 9/10%
	<hr/>		<hr/>		
	649 $\frac{3}{8}$	"	1,033 $\frac{7}{8}$	"	59 1/5%

These figures become still more significant when it is remembered that PRINTERS' INK is not a new enterprise, but has been established for 22 years.

Why is PRINTERS' INK growing so fast?

Our readers are invited to tell us what in their opinion is the reason.

Printers' Ink Publishing Company
12 West 31st Street :- :- New York

Gentlemen:

A question has arisen with the Quaker Oats Company in regard to the advertising copy that they are running in Canada. Some have argued that this copy should be in French in certain localities and in English in other localities. We feel that you are best qualified to advise us in this matter and so we are submitting the question to you.

In your opinion should the Quaker Oats Company's advertisements appear in your paper in French or in English? We would like to have your answer to this question and if it is now appearing in English and you advise French, you may take this letter as your authority for making the change. If you do so we would like very much to have the general form of the advertisement retained as it now is.

Your prompt attention to this will greatly oblige.

Publishers and Agency Names are Omitted

(Reproduced Letter)

THIS letter was sent by a United States agency to a number of Ontario publishers. Ontario is an English-speaking province, where not one person in a hundred knows French.

IGNORANCE of Canada excuses no agent who assumes to spend his client's money in this big, growing, prosperous, widely diversified country.

YOU would better do your **CANADIAN** advertising through a Canadian advertising organization that knows Canada—experienced international advertisers are doing so.

J.J. GIBBONS Limited

CANADIAN ADVERTISING

Newspaper, Trade Paper and all Outdoor Advertising

TORONTO

CANADA

MONTREAL

Cable Address: "Gibjay," Toronto Cable: A.B.C. 5th Edition

Some Advertising We Handle

Sunlight Soap
Fry's Cocoa
Pianola
Force
Victor Gram-o-phone
"Black and White" Whiskey
National Cash Registers
Sun Fire Insurance
Coates' Plymouth Gin
Vapo-Cresolene
Canada Life Assurance Co.
Burnett's Fabrics
Regal Lager
Vinolia
Convito Port
N. E. Rural Telephones
Melotte Cream Separator
Pedlar People of Oshawa
Naamith's Bread
W. G. & R. Collars and Shirts
Mason & Risch Pianos
Century Salt
Premier Separators
Dominion Organs and Pianos
Peerless Incubators
Dodge Manfg. Co.
Munyon's Remedies
Wakefield Hats
Manon Campbell Co.
Canadian General Electric Co.
Semi-Ready Clothing
Capitol Farm Implements
Rogers—the Cement Man
Cockshutt Plow Company
Caverhill's Barley Flakes
Lifebuoy Soap
St. Charles Cream
Vestal Olive Oil
Wafer-lite Hats
Page Wire Fences
Belanger's Plows
Wire & Cable
B. & K. Oats
Shilo's Cure
"Moco"
"Magi"
Ideal Beds
Polo Polishes
Floorglaze